

Consumers Union

R E P O R T S

VOL. 6, NO. 3

MARCH 1941

SWAN—A NEW
KIND OF SOAP?

CLEANSING AND
TOILET TISSUES

FINE-GRAIN
DEVELOPERS

FLOUR WITH
VITAMIN B₁

CURTAINS FOR
YOUR WINDOWS

VANILLA—REAL
AND IMITATION



"I Can't Find the Brands CU Rates!"

THAT'S A FREQUENT COMPLAINT IN CU'S MAIL. EVERY time we hear it we think of the experiment which a CU member once told us about. A friend told him that our ratings, particularly of canned goods, never included brands available at the stores where she traded. The CU member naturally said, "What, never?" And his friend said, "Well, hardly ever," with the emphasis heavy on the hardly.

So our member, a little uneasy, got a copy of the *Reports* and sat himself and his friend down and said "OK, let's have a look." They then proceeded to go through a list of some 40 ratings of canned pears. By the time they got to the end the friend had checked off no less than 12 brands which, she confessed, she came across in her shopping rounds.

The CU member thought this was a significant revelation. Lots of members' friends and probably lots of members, he figured, must be drawing similarly hasty and erroneous conclusions.

We don't doubt it. We know that people tend to forget the things they take as a matter of course (in this case, the familiar names) and remember the things that bother them (the unfamiliar ones). If you ever hear this complaint about our ratings, or feel like making it yourself, you might try the check test.

BUT there's more to the problem than this. It's the absence of available brands in the "Best Buy" category which bothers most complainers. And quite often, we admit, the "Best Buys" do include brands available in some areas and not in others.

What's the answer?

Well, except for autos and some major appliances, most brands, including many which are very well known, do not have anything like national distribution. They may be widely sold in the North and relatively unknown in the South; household words in the Far West and meaningless words in the East. A great many brands are popular in areas covering no more than a few neighboring States. And some leading private



brands are to be found in only a single store, or chain of stores.

To meet this situation CU makes marketing surveys before any test project is started. Insofar as possible, we find out which brands are sold most widely and buy those brands for test. We have shoppers in numerous cities to make the surveys and buy the samples.

From then on it's up to the technicians. But suppose they find that the "Best Buy" is X brand and none of the stores in your town sells X brand? Does that mean their work is wasted for you? It doesn't, of course. It means that the "Best Buy" *for you* among the products tested is one of the brands high up on the "Also Acceptable" list which is available where you shop. We doubt that many lists of ratings include no available good buys.

In short, the way to use the ratings is to apply them to your own shopping circumstances. And may we call this to the special attention of the member who wrote a while back to say that he could get some of the "Also Acceptable" brands of a certain product, but couldn't get either of two "Best Buys," and what kind of service were we giving anyway? We try to give a lot of service, but we can't tell manufacturers where to sell their products.

On the other hand, to a certain extent you can. You can do it by putting pressure on dealers to stock "Best Buy" brands if they don't already. And if the product is an important one to you, that's exactly what you should do, and get your friends to do.

● GREAT OCCASION—BRIEF NOTE

We had a birthday last month. We were 5, and now we are going on 6. This milestone finds us the largest organization of our sort in the country (at a time when it is assuredly important for organizations of our sort to be large), and that makes us very happy. It also finds us about the busiest organization of any sort, which makes us happy, too, but doesn't leave us much time for birthday reminiscences. With this brief note on the great occasion, let's turn to more pressing matters.

● LETTER FROM THE N.A.M.

We are informed via a letter from the National Ass'n of Manufacturers that our editorial on "The Strange Case of Professor Rugg" last month offended them. The N.A.M. objects particularly to what it saw as a charge that its survey of textbooks was part of a campaign against Professor Rugg. And it also objects to our comments on the objectivity of Dr. Ralph Robey, head man of the N.A.M.'s survey.

Perhaps we did give Professor Rugg too much emphasis; for, to be sure, the campaign to make the schools safe for the N.A.M. and allied special interests is aimed at much more than the textbooks of a single individual. It is aimed at virtually all textbooks which conflict with or even do not nourish the N.A.M.'s propagandistic conception of history. We did not mean to discount the comprehensiveness of the N.A.M.'s activities but spoke mainly in terms of Professor Rugg because, as the N.A.M. surely will agree, he has been made far and away the leading target.

On the subject of Dr. Robey's objectivity, we quoted a New York Times reference to him as "one of the foremost critics of the socialism of the New Deal," which we thought revealing, although admittedly not an absolute dictum. The N.A.M. informs us that Dr. Robey's assistants include individuals representing all shades of political and economic beliefs. And besides, says the N.A.M. to us, "it was necessary . . . to exercise judgment only in the selection of passages which would fairly represent the attitude of the author."

All we can make out of this is that the N.A.M. thinks there wouldn't be any opportunity for anyone to be other than objective in making such selections. As we recall, it was Ruskin who said: "Quote me all you please so long as you quote me whole." As we recall, he said that because his writings and his thoughts were being distorted by quotations torn from context.

The results of the N.A.M.'s survey, in the form of abstracts from nearly 600 textbooks, were released late last month and have now been widely published and commented on. They bear out most of the charges that have been made by educators and consumer leaders; namely, that the campaign against the textbooks is a drive on the right of teachers to teach the truth as they see it and an effort to convert the schools into alleyways for the propaganda of business.

But as *Printers' Ink*, the advertising trade journal, has written: "Teachers prefer that business keep its hands off the textbooks." We are happy to note that a committee of some of the country's most eminent teachers and educators has already been formed to defend the rights that the N.A.M. and others are attacking.

IN THIS ISSUE



The purposes of Consumers Union, as stated in its charter, are "to obtain and provide for consumers information and counsel on consumer goods and services . . . to give information and assistance on all matters relating to the expenditure of earnings and the family income . . . to initiate and to cooperate with individual and group efforts seeking to create and maintain decent living standards for consumers."

TECHNICAL SECTION

Fine-Grain Developers: Comparative Ratings	61
Vitamin C in Fruit Juices: Tomato & Pineapple	64
Window Curtains: Buying Advice & Care	65
Vanilla Extracts: True & Imitation	67
Egg Beaters: Test Data on 18 Samples	69
Swan Soap: Is It 8 Ways Better?	70
Flashlight Batteries: Life Tests	71
Toilet Tissues: What Laboratory Tests Show	72
Cleansing Tissues: A Report on 37 Brands	74

MEDICAL SECTION

Fortified Flour	75
Cold Cures: The Government Moves In	76

NEWS AND INFORMATION

Swan & Ivory: A Labor Note	71
CU's New National Advisory Committee	77
Meat Grading Comes Closer	78
The Consumer Witness: Feathers & Down	78
Annual Election Notice	79
Bread & Butter: What They're Saying	81
The Docket: Government Actions	82

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CORRESPONDENCE should be addressed to Consumers Union, 17 Union Square, New York City. CU regrets that time does not permit answers to inquiries for special information.

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● SHADOW OF NRA

The shadow of NRA days, when consumer representation in government policy-making had its debut, seems to be looming larger and larger over the consumer division in the fast-changing national defense setup. Comparisons with the unhappy NRA experience have been damned in and out of the consumer movement as defeatist, unrealistic or just plain mean. We have not raised the point until now. But now what else can anyone do?"

At the time of the first big revision of the national defense setup—when the Office of Production Management was established with attendant repercussions up and down the line—the Consumer Division alone remained almost unaffected. Which is to say that while most of the other members of the original National Defense Advisory Council moved on to more influential positions, Miss Harriet Elliott, the Consumer Commissioner, did not.

The general changes affected the working of her Division, it is true, and even improved them in some respects. But essentially she and her Division were left to function primarily through the machinery of the original Council. And this machinery, after the OPM came into being, began to be superseded.

Now there has been another convulsion in the defense management and out of it comes another new Board. Just what its functions are to be and just what its relation will be to the OPM no one seems able to tell for sure at this writing. But it seems generally agreed that the whole Advisory Council is now completely a shell and it might at least be fairly assumed that the newest creation, by simple virtue of being the newest, is symptomatic of present trends. And the new Board provides no consumer representation at all.

While these things have been going on, the Consumer Division has had several original objects of its concern taken away from it.

Health, welfare and nutrition problems were transferred to a special committee working under Paul McNutt of the Federal Security Agency. Shortly after, housing was taken away from the Consumer Division and placed elsewhere. It is entirely possible that these moves were made for administrative reasons and that they do not in themselves indicate any de-emphasis of the Consumer Division. But other things have been happening, too.

It is widely reported, for example, that the influence of Mr. Leon Henderson in his price-stabilization work is fast diminishing. And while Mr. Henderson is not a direct representative of the consumer interest, he has reflected that interest rather more than anyone else with the exception of Miss Elliott herself.

It is the total of all these happenings that makes the picture. And it is a picture which should be disturbing to consumers the country over. What some of the consumer groups hailed as a major advance in recognition of the consumer interest seems now on its way to becoming a major setback—despite the many good jobs that Miss Elliott and her Division have performed and are performing, despite the sincere interest and enterprise that they have manifested on many occasions. These things are, unfortunately, not enough. The tremendous pressure of business interests—as in the last war, as in NRA days—puts much too much weight on the other side.

Consumers face two alternatives: to sit quietly while their voice in policy-making during the national emergency dies out; or to flood their Senators and their Congressmen and Miss Elliott and Mr. Knudsen and Mr. Hillman and Mr. Roosevelt with as many letters as they can put stamps to.

● THE GRADE LABELING FIGHT

On a dozen fronts the fight to establish grade labeling as a guide to consumers moves forward.

In a sudden surge of activity, a half-dozen or more canners are now using government grades based on the continuous inspection of the Agricultural Marketing Service; a number of chain stores are voluntarily using grade labeling (although not *government-supervised* grade labeling) in a program developed through the National Consumer-Retailer Council; surveys are being made under the direction of Miss Alice Edwards of the Dep't of Agriculture to determine the attitude of buyers toward grade and other types of labeling; the giant A&P chain, which has used grade labels on some of its products for several years, is extending them to many more; the National Canners Ass'n is conducting a survey to determine public sentiment on the question; and Paul Willis, President of the Associated Grocery Manufacturers of America and one of the most constant opponents of the grade labeling idea, is busily speaking against it.

Meantime, the cooperatives, which have been grade labeling many of their products for a long time and with no particular fanfare, go right on grade labeling.

Consumers Union, along with other consumer organizations, has worked hard toward the achievement of grade labeling and we are naturally pleased with the current trend. Hardest workers of all in the grade labeling fight have probably been the national women's organizations, to whom the lion's share of credit for breaking down the canners' front should go.

There is no denying that grade labeling would not be making the news it is making today if it weren't for the steady efforts of organized consumers. And there is no denying that what organized consumers are accomplishing on this front is important to the whole consumer movement. And yet before the victory dances start, it seems to us that someone must ask a few dull questions.

Specifically, where are Del Monte and Libby? and what are they doing? and what are they thinking? and what are they planning?

These two giant packers are near-monopolies in large sections of the canning industry. In California particularly, where the canning industry has its foundation and a large part of its superstructure, Libby and Del Monte exercise monopolistic controls of tremendous weight. And we have even heard it argued that the large packers are so sure of their dominance, hence of their ability to manipulate prices and outlets, that they have decided grade labeling might just as well be given into on the present front as a sop to consumers, the consequences of which they feel they can keep from affecting them seriously.

Maybe this is all cockeyed. But its implications are worth thinking about—if only to put a heavy line under the fact that, so long as Del Monte and Libby remain unheard from, no chickens should be counted.

TECHNICAL SECTION

OF CONSUMERS UNION REPORTS

Ratings of products represent the best judgment of staff technicians or of consultants—more than 200 specialists selected for competence and freedom from commercial bias—in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Most ratings of necessity reflect opinion as well as scientific data. For even with rigorous tests, interpretation of findings is often a matter on which expert opinion differs. It is Consumers Union's pledge that such opinions as enter into its evaluations shall be as competent, honest, and free from bias as it is possible to make them.

● "Best Buys" should give greater return per dollar although some products rated "Also Acceptable" may be of higher quality. Except where otherwise noted, a product rated "Not Acceptable" is judged to be of inferior quality or is considered to be potentially harmful.



If You Develop Your Own....

... this report can help you avoid hit-or-miss experimentation. CU's tests of 22 "fine-grain" developers show that some yield very fine grain, many do not

NOT MANY years ago, the amateur who developed his film in a formula like Eastman's D-76 proudly referred to his negatives as "fine-grain." They were, of course, considerably finer than those processed by the corner drugstore. But with the increased use of 35-mm. cameras, the reduction in enlargement costs, and the fashion for "blowing up" negatives to many times their original size, today's amateur demands something far beyond D-76.

Some of the new developers which have appeared on the market in answer to the demand are excellent. Others make claims that no developer yet discovered can even approximate. For it is almost axiomatic in photography that when there is a gain in some one characteristic, there is a loss in another.

Amateurs often experiment more or less casually with a variety of fine-grain developers before settling on one to use regularly. In making the tests on which this report is based, CU has attempted to substitute for hit-or-miss experimentation a systematic study of the products on the market.

A word of warning: you may find that a developer which has been your favorite for years turns up, in CU's report, far down in the ratings or even "Not Acceptable." Before you get too indignant, we urge you to try out one of the brands rated high. It is a fair possibility that you've been using your old favorite

only because you've never given a better developer a chance!

WHAT TO LOOK FOR

THE first requirement of a fine-grain developer is just that—fine grain. If you enlarge your negatives, the developer must be such that the grain will not be

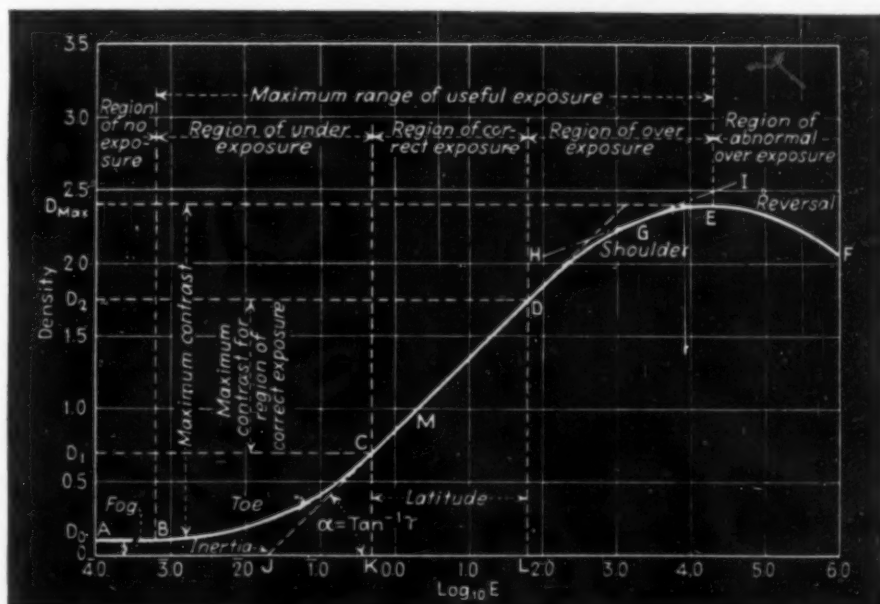
too obvious after magnification to a satisfactory size. What the enlargement is will depend both on the size of negative you use (35-mm. negatives naturally need greater enlargement to bring them up to a given size than do $2\frac{1}{4} \times 2\frac{1}{4}$ ones) and on the size of the enlargements.

The ratings are therefore divided into groups: very fine, medium and coarse. In general, very fine-grain developers should be used for the enlargements required to bring a 35-mm. picture up to 8×10 or larger; those grouped as medium-grain developers should make satisfactory 5×7 enlargements from 35-mm. negatives; those called coarse are satisfactory for only small enlargements.

But grain, important though it is, is by no means the only thing to consider. Of primary importance is the shape of the "characteristic curve," which shows what to expect in contrast, latitude, speed, required developing time, &c.

Most amateurs who read the photographic journals are familiar with the general appearance of the characteristic (or H & D) curve, reproduced here. Few know its exact significance; nor is such exact knowledge necessary. For ordinary purposes, suffice it to say that the characteristic curve is a picture of how a particular film acts when exposed under a specified set of conditions and developed in a particular developer.

More technically, it is a semi-logarithmic plot, showing the relationship between density (light-stopping ability) of the developed negative and exposure (the light falling on the film when the picture is taken). The bottom, or toe, of the curve starts out flat, then curves upward; then



COURTESY OF "PHOTO TECHNIQUE"

THIS IS A CHARACTERISTIC (H & D) CURVE

It shows the relationship between length of exposure and density of developed negative. The curve differs for each film, developer, and set of test conditions (see text)

comes a sloping straight-line portion, followed by a flattened part, the shoulder.

The much-spoken-of "gamma" is the slope of the straight-line portion of the curve; that is, the density difference per unit of exposure in the straight-line portion of the curve. Ordinarily, the longer the development, the greater the "gamma." It is generally agreed that a slope, or gamma, of 0.7 to 0.8 gives the best enlargements. A developer satisfactory for fine-grain work must be capable of giving such a value for gamma within a reasonable developing time.

CONTRAST

"CONTRAST" and "gamma," although they are frequently confused, are not the same. Contrast, in the broad sense, is the difference in densities between any two points on the negative. As it is generally used, it refers to the maximum contrast, or to the difference in densities between the lightest and the darkest parts of the negative. Maximum contrast for correct exposure refers to the difference in densities over the straight-line portion of the curve.

Latitude, another important factor which emerges from the characteristic curve, is the exposure range in which the film records faithfully the differences in light found on the object photographed; that is, the maximum exposure over the straight-line portion of the curve.

Look now at the section at the left, the "toe," and notice first of all that the curve does not start at zero on the density axis, but at a higher value. What this indicates is simply that even when no exposure is given the negative, it has some density. This minimum density is known as the "fog point."

For a short distance from the fog point the curve is flat, the meaning of which is that there is no change in density for increases in exposure. This portion of the characteristic curve might be termed the region of gross underexposure; exposures of the magnitude represented in this part of the curve do not register on the negative.

Now the curve begins to turn up slowly (that is, the slope begins to increase). In this part, the region of underexposure, differences of exposure are reflected on the negative by differences in density, but the record is not a faithful one; there is less contrast in the negative than there was in the original scene, and the negative is thin and flat.

As opposed to that, in the straight-line region, the region of correct exposure, the densities recorded are proportional to the differences in illumination on the original. Beyond the straight-line section, in the "shoulder" of the curve, the slope starts to decrease, and proportion-



HERE'S A FULL EXPOSURE RANGE

Underexposure in the arch, correct exposure on the house fronts, overexposure on the sunny roofs

ality between contrast and exposure is lost. Negatives of pictures made in this region are overexposed, dark and flat.

A good developer will give, for a fixed value of gamma, a comparatively long, straight-line section in the curve.

In practical terms, it is possible to have the whole range of contrasts on one picture, or to have each picture include one range only. Consider, as an example, a picture taken from the interior of a shaded archway, toward a sunny landscape. Exposure meter readings will vary widely from low values in the interior to very high ones outside. An average exposure and subsequent development will result in a negative very dark (on the shoulder of the characteristic curve) in the sunlight, varying through a range of tones to very light (at the toe of the curve) for the deep shadow.

Light-colored objects in the sunny part will be in the region of overexposure, and some highlight detail will be lost; in the region of overexposure, in the shadow, there will be a loss of detail.

It is likely that for the intermediate tones in grass and trees, for example, exposure will be correct and the negative will render the full range of tones present without distortion.

FILM SPEED

IN THE early days of fine-grain development, photographers were more or less resigned to the fact that if they wanted to have fine-grain photographs, they would either have to give their negatives longer exposures, or get thin, tone-distorted pictures. That was because the chemical reactions which were at the time common to fine-grain formulas tended to "slow up" the film speed.

With research came the "faster" fine-grain developers, and most formulas on the market today give only slightly lower film speed than do coarse-grain developers. It is possible to achieve good results with normal exposures.

Approximations of the effect of developers on film speed may be made in several ways from the characteristic curve, and although none is absolutely accurate in terms of the various methods of film speed measurement (Weston, Scheiner, Din. &c.), together they make possible a close estimate.

TIME & TEMPERATURE

In comparison with the normal coarse-grain products, all fine-grain developers require a long time to complete develop-

ment. Although the exact physical chemistry of development is not known, it is believed that slowness of action is one of the factors which produces fine grain.

Unfortunately, the manufacturers' time-temperature recommendations are not necessarily the ones which produce best results with your particular type of film and your exposure timing. If results from recommended time and temperature are not satisfactory, experiment with other methods. If the negative looks too light, develop the next roll for a longer time; if too dark, shorten developing time at that temperature. This is, of course, on the assumption that original exposure time was correct.

Once you have worked out a correct value, record it, and continue to use it rather than the manufacturer's directions. It should work satisfactorily until the manufacturer changes the composition of the developer, or the film maker changes the emulsion.

The temperature of the developer and other solutions can have a profound effect on results. Rule 1 for fine grain is that all solutions used on a film must be used at the same temperature. And the temperature must not be too high. Raising the developer temperature even slightly will increase grain size and require a shortening in developing time. A good darkroom thermometer is essential for satisfactory results.

DEVELOPERS IN USE

All developers are likely to deteriorate through oxidation. But if they are carefully kept in tightly stoppered, dark bottles at a cool temperature (the refrigerator is excellent) between times, this can be reduced to a minimum. Practically all the developers now on the market for fine-grain work can be used over and over, although it is usually necessary to use a replenisher or increase developing time with each successive roll.

Usually manufacturers are conservative in their estimate of the number of rolls which a given amount of developer will take care of, and it is often possible to develop several more than the label recommends.

Some developers contain the dye paraphenylene diamine. Many people are sensitive to this dye, and develop a rash when it gets on their hands. In addition, the dye has the property of staining the hands as well as materials. Look at the label; if the developer contains paraphenylene diamine and you feel any symptoms such as itching or reddening of the hands after its use, wear rubber gloves. Should such a developer get on your skin or anything else you wish to keep free from stain, wash immediately

with soapy water and then rinse thoroughly.

RATINGS

The factors given greatest weight in the ratings were grain size, latitude, effect of developer on film speed, and dependability of directions.

The ratings are based on laboratory tests. Prices are in terms of the prepared liquid developers, whenever they are available. Many of them can be compounded at home at a much lower price, but they are often troublesome to prepare correctly, and the average amateur will probably do better to use prepared solutions.

Acceptable

(In order of quality without regard to price)

VERY FINE GRAIN

X-33 Thermolecular (Fink-Roselieve Co., NYC). \$1.85 a qt. Claims to develop 20 rolls of 35-mm. film per qt. An excellent all-round developer, with outstandingly good latitude. Directions dependable.

Champlin 15 (Chemical Supply Co., Los Angeles). \$1.90 a qt. Claims to develop 10 rolls of 35-mm. film per qt. Extra fine grain. Directions for developing times not sufficiently accurate for best results; time should be reduced.

Gamma D (Oxford Products Co., Hollywood, Calif.). \$1.60 a qt. Claims to develop 40 to 50 rolls of 35-mm. film per qt. Extra fine grain. Directions for developing times not sufficiently accurate for best results; time should be reduced.

Panthermic 777 (Defender Photo Supply Co., Rochester, N. Y.). \$2 for one qt. of developer plus one qt. of replenisher. Claims to develop 12 rolls of 35-mm. film per qt. with replenisher. Extra fine grain. Latitude comparatively low, but satisfactory. May be necessary to increase developing time somewhat for best results.

Edwal 20 (Edwal Laboratories, Chicago). 70¢ a qt., \$1.75 a gallon; powder only. Claims to develop 15 rolls of 35-mm. film per qt. Extra fine grain.

Eastman DK-20 (Eastman Kodak Co., Rochester, N. Y.). 50¢ a qt., \$1 a gallon; powder only. Claims to develop 6 rolls of 35-mm. film per qt. A good all-round developer. Inexpensive when bought in gallon quantities.

Edwal Minicol (Edwal Laboratories). \$1.50 a qt. Claims to develop 10 rolls of 35-mm. film per qt. A good developer, with dependable directions for use.

Refract-O-Grain (Harris-Seybold-Potter Co., Cleveland). \$1.85 for 1¼-qt. bottle. Claims to develop 10 rolls of 35-mm. film per bottle. Latitude comparatively low, but satisfactory.

Edwal 12 (Edwal Laboratories). 70¢ a qt., \$1.75 a gallon; powder only. Claims to develop 15 rolls of 35-mm. film per qt.

Latitude comparatively low. Gives lower film speed than others in this class, so should not be used for film known to be underexposed. Directions for developing times not sufficiently accurate for optimum results; time should be reduced.

MEDIUM GRAIN

The following developers, while fine grain in the ordinary sense of the word, are not fine enough for large-size enlargements:

MPG (R. J. Fitzsimmons Corp., NYC). \$1.25 a qt. Claims to develop 12 rolls of 35-mm. film per qt. An excellent all-round developer for small enlargements.

Agfa 17 (Agfa Ansco Corp., Rochester, N. Y.). 25¢ a qt., 60¢ a gallon; powder only. Claims to develop 6 rolls of 35-mm. film per qt. Care must be taken, in making up the solution, that all the powder is dissolved; this may give some trouble. Otherwise generally satisfactory. Gives comparatively high film speed.

Eastman D-76 (Eastman Kodak Co.). 25¢ a qt., 60¢ a gallon; powder only. Claims to develop 6 rolls of 35-mm. film per qt. Directions for developing times not sufficiently accurate for optimum results; time should be reduced. Gives comparatively high film speed.

Vitol (Photo Chemical Foundation, Hollywood, Calif.). \$1.65 a qt.; powder only. Claims to develop an indefinitely large number of 35-mm. rolls per qt. Rather troublesome to use, as instructions call for solution development plus 25 minutes to four hours development in air with solution poured off. There appears to be no advantage in this type of development, although results are satisfactory. Gives comparatively high film speed.

Edwal Thermo-Fine (Edwal Laboratories). 30¢ a qt.; powder only. Claims to develop 10 rolls of 35-mm. film per qt. A fair developer. Directions for developing times not sufficiently accurate for optimum results; time should be increased.

Dr. Charles (Dr. Charles Fine Grain Developer Co., Wilmette, Ill.). \$1.25 a qt. Claims to develop 12 rolls of 35-mm. film per qt. A fair developer. Directions for developing times not sufficiently accurate for optimum results; time should be increased.

Not Acceptable

The following developers produced grain too coarse to permit satisfactory enlargement:

ASP Polythermic.

Von L — Silver X.

Tabloid.

Infinol.

With the following developers, a gamma of 0.7 could not be reached on some film emulsions, even with extended development time:

Argus AR-1.

Champlin 16.

Champlin 17.

Vitamin C in Tomato and Pineapple Juice

Analyses of 44 brands give cost and potency comparisons

BRAND AND PACKER OR DISTRIBUTOR	GOV'T GRADE & SCORE ¹	CAN SIZE (FL OZ)	PRICE PER CAN ² (\$)	COST PER 4-OZ SERVING (\$)	VIT. C CONTENT PER 4-OZ (MILLI-GRAMS)	NO. FL OZ REQUIRED PER 75 MILLI-GRAM INTAKE
CANNED TOMATO JUICE						
(In order of decreasing vitamin C content)						
SAW (SAW Fine Foods, San Francisco)....	A 88	18	12	2.7	28.6	10 1/2
REEVES' BEST (Daniel Reeves, NYC)....	A 85	20	9 ³	1.8	26.4	11 1/2
CAMPBELL'S (Campbell Soup Co., Camden, N. J.).....	A 87	14	7	2.0	25.7	11 1/2
HEINZ (H. J. Heinz, Pittsburgh).....	A 86	12	9 ³	2.8	25.7	11 1/2
IRIS (Haas, Baruch, Los Angeles).....	A 86	18	9	2.0	25.5	11 1/2
RED & WHITE (Red & White, Chicago).....	A 87	13 1/2	9 ³	2.5	25.5	11 1/2
HUNT'S SUPREME (Hunt Bros., San Francisco).....	A 89	18	15	3.3	24.2	12 1/2
WHITE ROSE ⁴ (Seaman Bros., NYC).....	A 86	16	12	3.0	24.2	12 1/2
TRUPAK (Haas Bros., San Francisco).....	A 87	15	8	2.1	24.0	12 1/2
SHURFINE (Nat'l Groceries, Chicago).....	A 88	20	10	2.0	23.7	12 1/2
IGA (Indep. Groc. Alliance, NYC).....	A 87	15	9	2.4	22.8	13
CROSSE & BLACKWELL (Crosse & Blackwell, Baltimore).....	A 87	14	9 ³	2.6	21.7	14
PREMIER (F. H. Leggett, NYC).....	A 86	12	8	2.7	21.2	14
KEMP'S SUN-RAYED (The Sun Rayed, Frankfort, Ind.).....	C 83	12	7	2.3	21.0	14
ROCK DELL (Younglove Grocery, Tacoma).....	A 87	15	9	2.4	20.8	14 1/2
VAL VITA (Val Vita Food Prod., Fullerton, Iowa).....	A 87	13 1/2	5	1.5	20.8	14 1/2
LILY WHITE (R. H. Macy, NYC).....	A 88	24	11	1.8	20.2	15
CO-OP (National Co-ops., Chicago).....	A 85	24	10	1.7	20.0	15
LIBBY'S (Libby, Chicago).....	C 82	14	9 ³	2.6	19.2	15 1/2
BEECH-NUT (Beech-Nut Pack. Co., Canajoharie, N. Y.).....	A 85	14	9 ³	2.6	18.8	16
MONARCH (Reid, Murdoch, Chicago).....	A 83	13 1/2	9 ³	2.7	18.0	17
JACK SPRAT (Jack Sprat Foods, Marshalltown, Iowa).....	A 86	12 1/2	5	1.6	17.0	17 1/2
SNIDER'S (Snider Pack. Co., Rochester).....	A 86	20	9 ³	1.8	17.0	17 1/2
RITTER (P. J. Ritter, Bridgeton, N. J.).....	A 87	10	5	2.0	16.5	18
MURFF (E. F. Murff, Swadesboro, N. J.).....	A 86	13 1/2	5	1.5	15.7	19
ROYAL SCARLET (R. C. Williams, NYC).....	A 86	20	9 ³	1.8	15.0	20
SWIFT'S (Swift & Co., Chicago).....	C 83	14	9 ³	2.6	14.3	21
SLAND MANOR (H. C. Bohack, NYC).....	A 87	12 1/2	9 ³	2.7	13.0	23

CANNED PINEAPPLE JUICE⁵

(In order of decreasing vitamin C content)

CO-OP (National Co-ops., Chicago).....	9	2.0	20.1	15
GRANDUNION (Grand Union Co., NYC).....	11	2.4	17.7	17
IGA (Indep. Groc. Alliance, Chicago).....	10 ⁶	3.3	16.3	18
REEVES' BEST (Daniel Reeves, NYC).....	7 ⁶	2.3	16.5	18
RED & WHITE (Red & White, Chicago).....	10	2.2	15.3	19 1/2
BOHACK (H. C. Bohack, Brooklyn).....	10	2.2	14.2	21
KROGER'S COUNTRY CLUB (Kroger Groc. & Bak. Co., Cincinnati).....	10	2.2	14.2	21
PREMIER (F. H. Leggett, NYC).....	10	2.2	13.0	23
SAW (SAW Fine Foods, San Francisco).....	14	3.1	11.8	25
DEL MONTE (Calif. Pack. Corp., San Francisco).....	7 ⁶	2.3	10.6	28
DOLE (Hawaiian Pineapple Co., Honolulu).....	9 ⁶	3.0	10.6	28
LIBBY'S (Libby, Honolulu).....	10	2.2	10.6	28
ROYAL SCARLET (R. C. Williams, NYC).....	13	2.9	10.6	28
SHURFINE (Nat'l Retailer-Owned Groc., Chicago).....	15	3.3	10.6	28
A&P (A&P Stores).....	9	2.0	9.4	32
WHITE ROSE (Seaman Bros., NYC).....	10	2.2	9.4	32

¹ Reprinted from June 1940 Reports. ² 1940 prices. ³ 3 cans for 25¢. ⁴ Bottled.
⁵ Price given is for No. 2 (18 fl oz) can except as noted. ⁶ Price per 12 fl oz can.

THE national consumption of fruit juices keeps growing, with several dozen advertisers prodding the public's taste. One canner, Libby, now packages nine different juices including such a curiosity as loganberry juice.

But tomato juice is still the daddy of them all. Next in public favor is pineapple. Continuing its analysis of vitamin C sources, CU has tested leading brands of these two juices, to determine their vitamin C content.

Tomato juice, though it provides less vitamin C than orange or grapefruit juice, is still an excellent source. In addition to vitamin C, tomato is rich in vitamins A, B₁ and G, appreciable amounts of which can be found in the canned juice. It's fairly low priced—more than canned grapefruit juice, but cheaper than canned orange juice.

Canned pineapple juice does not stand up well in comparison. As will be noted from the accompanying chart, the juice loses almost two-thirds of its vitamin C content in canning. If you depended on this source alone, it would take 25 ounces of pineapple juice to supply your daily C requirement.

FRUIT JUICE	AVERAGE VITAMIN C CONTENT PER 4 FL OZ (MILLI-GRAMS)	AVERAGE COST ¹ PER 4 FL OZ SERVING (\$)	NO. FL OZ REQUIRED PER 75 MILLI-GRAM INTAKE
Fresh orange.....	59	...	5
Canned orange.....	44	2.8	7
Fresh grapefruit.....	47	...	6
Canned grapefruit.....	41	1.9	7
Fresh tomato.....	35	...	8 1/2
Canned tomato.....	21	2.3	14
Fresh pineapple.....	30	...	10
Canned pineapple.....	12	2.5	25

Fortunately, other foods included in the daily diet can be depended on for part of the daily C requirement. For a general discussion of this subject see *CU Reports*, May and October 1940, or refer to the excellent pamphlet, "Vitamin Content of Food," obtainable free from the Government Printing Office.²

For its analysis, CU has tested 16 brands of pineapple juice, 28 brands of tomato juice. Brands of tomato juice selected for test were those receiving highest government grading scores in CU's last tests of tomato juice (see June 1940 Reports). Since no government standards exist for pineapple juice, these brands were chosen on the basis of a market survey. The technical procedure of testing was similar to that described for vitamin C in orange and grapefruit juice in last month's Reports.

¹ Cost figures for fresh juice not given due to wide variation in prices and rare use of fresh tomato or pineapple juice in home.

² U. S. Dep't of Agriculture—Yearbook Separate 1681. Available from Sup't of Documents, Washington, D. C.

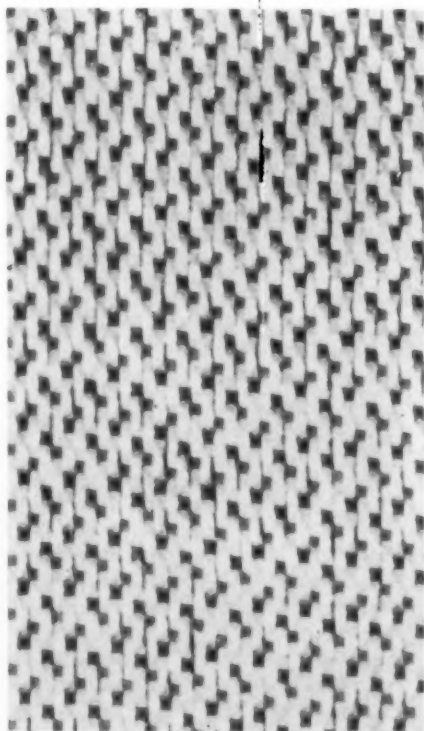
Window Curtains

... should be able to take punishment. CU's textile experts here discuss the weaves, finishes and constructions likely to give best service, offer some hints on how to buy and care for curtains

CURTAIN buying must begin at home, right in the room where the curtains will be hung. There you must decide whether you want heavy or sheer curtains, long or short, plain or fancy colored, ruffled or tailored.

Whatever type you choose, it will pay you to get a good construction of that type. Curtains may seem to spend their lives just hanging—but in reality they're taking wear of the most punishing sort, from the sun, wind and grit to which they are exposed.

Most curtain fabrics in use today are made of cotton or rayon, although silk, mohair, cellophane and glass fiber are being used to some extent. Both cotton and rayon curtains may give excellent service; in general, the serviceability of the fabric depends not so much on the raw fiber as on the manner in which the yarns are spun and construction of the fabric produced, and on the type of finishing.



GLASS FIBER

Note the even weave. Glass fiber is expensive, but will last much longer in use than ordinary curtain fabrics

Look for and examine the label on any curtain you're considering. Look particularly for statements concerning shrinkage, colorfastness, type of finish, washability. If you find a completely informative label, you're lucky; if not, ask the salesgirl for the information, and get any claims in writing. Better still, ask to see the buyer, not because he is likely to have a complete story, but because constant demand is the surest way to convince retailers and manufacturers that informative labeling is what consumers want—in curtains as in other commodities.

WEAVE. If you decide on sheer curtains, you'll probably be better off with a leno weave. The leno weave, as used in marquisette, for example, has the warp (lengthwise) yarns arranged in pairs, twisting around one another so as to hold the filling yarns tightly. It pulls less easily, loses shape less when washed, and is stronger than an equally sheer plain woven fabric. Marquisette, grenadine and madras are leno weaves. Organdie, swiss, voile, scrim, theatrical gauze and ninon are plain weaves.

Net, another weave occasionally found in sheer curtains, is constructed of yarns partially twisted around each other so as to produce hexagonal meshes. Net curtains are harder to shape after laundering than are the plain or leno weaves.

Casement cloth is a general name, used for a wide variety of fabrics ranging in weight from heavy to translucent. The only point of similarity is that all are used for making curtains.

FABRIC FINISHES. In recent years, and especially since the development of synthetic resins, a great many new finishes for textile fabrics have appeared on the market. Claims of all sorts have been made for the miracles which these finishes are supposed to perform, and it must be admitted that some of the special ones now available do work wonders. Unfortunately, however, in many instances these finishes are not used to make a good fabric better, but are applied to poorly constructed fabrics to give them some semblance of serviceability. In fabrics which are as sheer and as delicate as those usually used in window cur-

tains, it is essential that some minimum of serviceability actually be woven in the fabric itself.

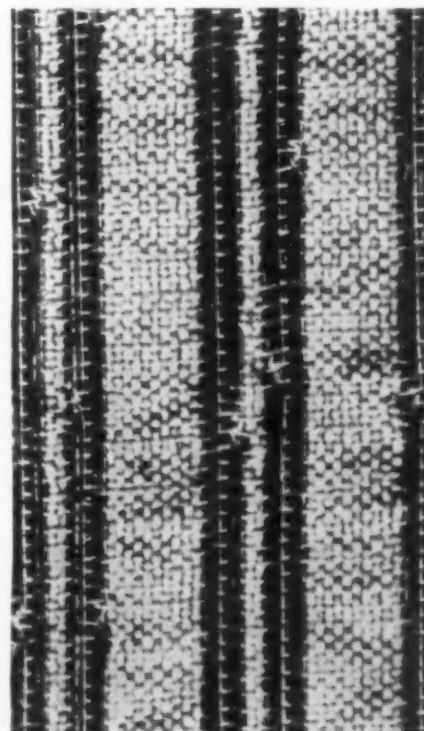
Finishes for curtain fabrics generally claim to affect one or more of the following factors:

1. Shrinkage or stretching.
2. Permanence of crispness or texture.
3. Resistance of the threads to shifting.
4. Necessity for ironing after washing.
5. Resistance to soiling.

Some of the finishes are chemical, such as the treatments to maintain crispness; others are mechanical, such as Sanforizing to reduce shrinkage. In general, don't trust finishes for which you cannot obtain a written guarantee, and don't count on any finish to be entirely permanent. A little of any chemical finish is bound to come out in washing, and a finish which will withstand six washings or cleanings should be considered fairly satisfactory.

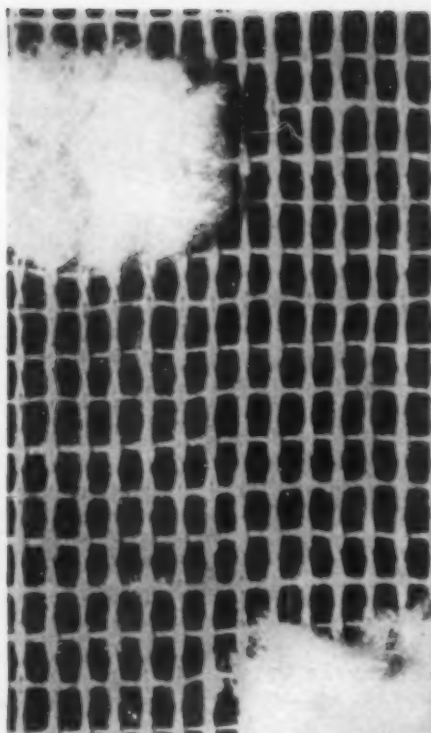
COLORFASTNESS. With colored curtains, get a guarantee of colorfastness to washing and sunlight. All curtains will fade to some extent after a season's exposure to the sun. But to avoid the sort of dye that fades within a week, it's best to get a guarantee.

SHRINKAGE. Try to get curtains guaranteed not to shrink. If you can't get



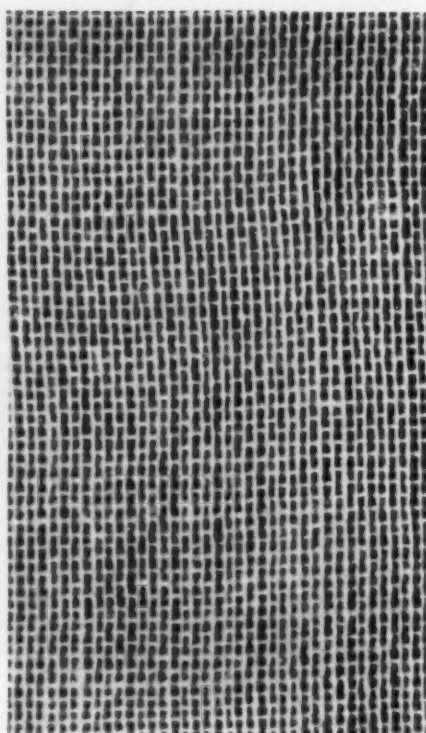
CELLOPHANE THREADS

... glitter through this fabric, enhance looks but not wear. Note black background showing through the cellophane



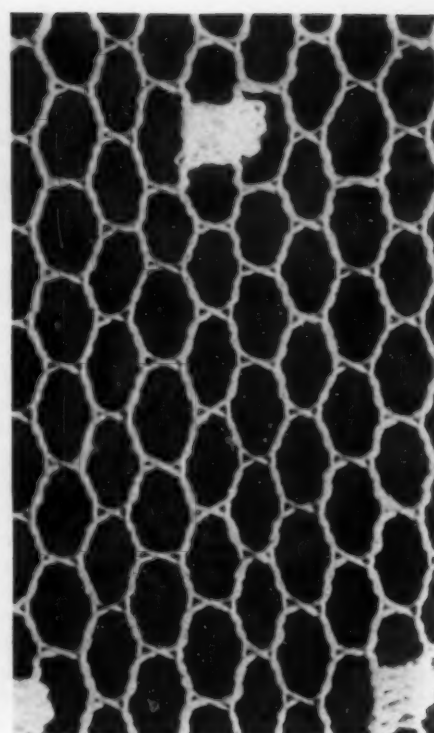
LENO WEAVE

The twisted warp threads add strength. The dots on this sample are embroidered onto the fabric



PLAIN WEAVE

The close-spaced threads of this organdie cut off more light than a more open weave



NET

Note the hexagonal pattern. Net is hard to reshape after laundering. The dots are woven

them, allow two inches per yard extra for shrinkage.

DOTS. To be on the safe side, look for dots which are woven into or embroidered onto the fabric. Either of these two methods of anchoring should prove satisfactory. A third and less satisfactory method, that of pasting the dots, is used chiefly on cheaper curtains. (These are called flock dots.)

WORKMANSHIP. When you buy finished curtains, check these points:

Hems—should be lock-stitched to prevent raveling.

Stitching—should be securely fastened at the ends of hems.

Ruffles—should be attached under binding tapes or by felled seams, with no raw edge exposed. Hems of ruffles should be carefully turned up.

CARE OF CURTAINS. Your curtains are exposed to a number of deteriorating influences—light, heat, moisture and accumulated grit. Such “tendering” rather than rough handling is the reason why so many curtains fall apart when washed or cleaned. Letting the curtains hang dirty shortens their life far more than careful cleaning. Wash or clean as often as needed—and in between times, gently shake, brush or vacuum clean the curtains to remove the dust.

HOW TO LAUNDER CURTAINS

Don't launder curtains, unless they're guaranteed in writing to be washable.

Some Decorating Hints

IF YOUR mind is made up, don't let CU change it for you. But if you are undecided about the curtains you will buy, here are a few tips:

Heavy versus sheer—open-mesh, sheer fabrics let in more light and air, hence are preferable for most ordinary purposes.

Ruffled versus plain—ruffled, tied-back curtains are informal, and generally suitable for bedrooms, dinettes, informal living and dining rooms. Tailored curtains, hanging straight, lend dignity. They will be preferred by many who use overdrapes, yet wish to keep the window treatment simple.

Length—curtains may hang to the sill, to the bottom of the window apron, or to the floor. Longer curtains lend a feeling of height and elegance, especially when used with overdrapes. Short curtains are appropriate in less formal rooms.

Width—curtains must be full to be attractive. The width of the finished curtain should be at least twice that of the area to be covered.

Color—pure white gives a cold impression, except in very sunny rooms; off-whites and tints are usually more cheerful.

Before washing, measure the curtain and shake it to remove loose dust and grit.

WASHING. Soak the curtains for a few minutes in lukewarm water (100° F.). Then wash thoroughly in lukewarm suds made with a neutral soap. Handle gently, squeezing the suds through the fabric. Don't rub. Rinse until all soap is removed.

Curtains which do not have a “crispness” finish may be dipped in thin starch.

DRYING. Roll in bath towels to remove excess moisture; unroll at once, to prevent wrinkling. Put curtains to be stretched on a drying frame. Hang other curtains on a smooth line in the shade, with the length vertical, and with the fabric even and “trued up.” Use no pins. Dry fragile curtains indoors.

IRONING. Iron lengthwise to avoid wavy edges. Iron extra-width curtains double, to keep edges even. Guide lines based on the ironing board will help maintain uniformity.

Most curtains should be ironed damp (let ruffled curtains dry, then sprinkle and iron ruffles first). Rayons (if ironed damp) should be ironed on the wrong side and with a warm—not hot—iron. Acetate rayons must be ironed either dry or with a thin layer of cloth between them and the iron.

Vanilla Extracts

It takes all kinds of vanilla to make up an industry. Just one kind is genuine, and not all genuine vanilla is of equal quality. Here are test results on 36 brands to help you buy wisely

WHEN you say, "I'll take vanilla," you may get vanilla. Or, quite as likely, you may get a synthetic coal-tar product, similar in flavor but inferior in aroma. If you are destined to plumb flavor's lowest depths, you may even be handed a prune-colored, worthless mixture of water and burnt sugar, masquerading as vanilla extract.

What is vanilla? How is it imitated? How can you get the genuine article? To clarify those questions in terms of specific brand ratings, CU has made laboratory tests of 36 different brands, covering both the true and imitation variety.

TRUE VANILLA

The vanilla bean is imported into the U. S. from the following sources, in order of quality: Mexico, French East Indies (Bourbon Beans), Dutch East Indies (Java Beans), Tahiti. Whole vanilla beans can be bought in some groceries and bakeries, and many consumers prefer the natural flavor which can be obtained by using the ground bean, rather than an extract.

Technically speaking, a standard true vanilla extract should contain in one gallon the alcohol-soluble matter from not less than 13.35 ounces of vanilla bean, to which may be added small amounts of white sugar and glycerin. The best solvent for vanilla extract is ethyl alcohol. No artificial coloring or flavoring material should be present.

The alcohol dissolves out from the bean a substance known as vanillin, which is the chief flavoring ingredient, and other flavoring materials termed vanilla resins, the exact composition of which is not as yet fully known. These resins impart the characteristic color of the extract and are also largely responsible for its distinctive odor. They are insoluble in water, hence no product in which water is the solvent can be a true vanilla extract. The presence of alcohol is not, however, a guarantee of true vanilla extract, for many imitation vanillas contain alcohol.

A quick indication of whether vanilla is true or imitation is to evaporate the alcohol from a small amount (about a tablespoonful); if no insoluble matter settles out the solution is not a true extract. Other solvents for the vanilla

bean, some decidedly toxic, have been used. The Food & Drug Administration has seized quantities of vanilla extract using glycols as solvents.

Not all true vanilla extracts are equal in quality; that depends on the characteristics of the bean used, the extent of bean spoilage, and the curing and extracting process employed. Spoiled or inferior beans will often give an off-flavor.

IMITATION VANILLAS

Vanillin can be produced synthetically and, with ethyl vanillin, another artificially produced substance, is the chief ingredient of imitation vanilla flavors. Such imitations can be made equal in flavor strength to a standard true vanilla extract, but the flavor is somewhat flat because of the absence of the resins. An additional flavoring material, coumarin, is used in imitations; its odor is sharper than that of the true extract.

A standard imitation vanilla is compounded so that at least 50% of its flavor strength is derived from vanillin or ethyl vanillin or both, the remainder being supplied by coumarin. The synthetic flavoring materials are soluble in water, so that most imitation vanilla flavors are made up in solutions with little or no alcohol. Such solutions are colorless, and to make them look like vanilla extracts caramel, prune juice, vegetable dye, or certified coal-tar dye is added. Small amounts of sugar and glycerin are put in to produce a syrupy consistency.

Compound vanilla flavors are mixtures of imitation vanillas and true vanillas in which the latter contributes at least 50% of the flavor. Since their price range is the same as that of the true extract, they are hardly worth purchasing.

The most worthless imitations are those made of sugar-flavored water. They are easily detected by their abundant sweetness and lack of any substantial flavor. A whole bottle may be added with the sole effect of diluting the recipe.

PACKAGES & LABELS

DECEPTIVE packaging and various misbrandings come close to being the rule with vanilla products, even though

Federal regulations are directly violated by some of these practices. Sixteen of the 36 brands tested were found to be deceptively packaged in one way or another. And a number of the products were misbranded in that they failed to carry label information as required by law. Some of the deceptions and misbrandings were relatively insignificant; others were not. All are noted in the ratings on the next page.

According to Federal regulations, no vanilla product may be labeled as a true extract unless it complies with the standards outlined above and is made up with 35% ethyl alcohol. The use of any other medium or the presence of synthetic flavors requires that the product be labeled as a flavor. Although Federal regulations don't require label statements as to alcohol content, it's a good idea to look for them.

Products of double, triple or other multiple-standard strengths should be so designated. The presence of synthetic flavoring materials must be declared on the label; and the presence of vanilla may not be declared unless true vanilla contributes at least 5% of flavoring strength. All vanilla flavoring products that are artificially colored must be labeled as imitation, and the labels of imitations must declare the presence of all ingredients.

Labels on vanilla bottles as well as the accompanying carton are required to specify net contents, manufacturer or distributor, and general address. Cartons and bottles must be of such size and nature as to avoid quantity deception. Some brands are labeled with guarantees of compliance with purity standards, but these are not Federal or State Government guarantees.

PRICES

The true and imitation vanillas fall into two distinct price ranges, the true extract costing about four times as much as the imitation type. The choice as regards flavor is a matter of taste, most users preferring the mild vanilla aroma of the true extract. But in some cases the imitation flavor might be preferable to an off-flavor true vanilla.

Bottle sizes range from ½ ounce to 4 ounces for the extract, and from 2 to 12 ounces for the imitation. Although the larger sizes cost less per ounce, they may be found to be too large for the use of a small family.

RATINGS

Tests covered 27 brands of true vanillas and 9 brands of imitation, with reference to vanillin content, content and

character of vanilla resins, flavor quality, coloring, &c.

Where no statement of alcohol content is given, alcohol was present but undeclared on the label. Quality variations between brands were in most cases not great.

TRUE VANILLA EXTRACTS

Best Buys

(In order of quality)

Butter-Nut (Paxton & Gallagher, Omaha). 2 fl. oz., 20¢; cost per fl. oz., 10¢. Declared alcohol content 40%.

Certified (Certified Extracts, Inc., NYC). 2 fl. oz., 19¢; cost per fl. oz., 10¢.

National (National Tea Co., Chicago). 2 fl. oz., 19¢; cost per fl. oz., 10¢.

Also Acceptable

(In order of increasing cost per fluid ounce, but note comments)

Co-op (National Coops, Inc., Chicago). 4 fl. oz., 38¢; cost per fl. oz., 10¢. Declared alcohol content 35%. Low vanillin content, but flavor satisfactory.

Dainty Dot (First National Stores, Somerville, Mass.). 2 fl. oz., 19¢; cost per fl. oz., 10¢. Low in vanillin content, but flavor satisfactory.

Empress¹ (Empress Mfg. Co., Vancouver). 2 fl. oz., 20¢; cost per fl. oz., 10¢. Net volume slightly short. Bottle wall deceptive.

Nabob¹ (Kelly, Douglas & Co., Vancouver). 1.8 fl. oz. (as measured), 18¢; cost per fl. oz., 10¢. Low in vanillin content, but flavor satisfactory. Bottle deceptive. Misbranded, net volume undeclared on bottle label.

Ann Page (A&P). 2 fl. oz., 21¢; cost per fl. oz., 11¢. Declared alcohol content 37%.

Asco (American Stores Co., Philadelphia). 2 fl. oz., 21¢; cost per fl. oz., 11¢. Low in vanillin content. Off-flavor. Net volume slightly short. Bottle taper and wall deceptive.

Grand Union (Grand Union Co., NYC). 2 fl. oz., 21¢; cost per fl. oz., 11¢. Off-flavor.

Bohack's (H. C. Bohack, Brooklyn). 2 fl. oz. (as measured), 24¢; cost per fl. oz., 12¢. Misbranded, net volume not declared on label. Bottle deceptive.

IGA (Independent Grocers Alliance, Chicago). 2 fl. oz., 23¢; cost per fl. oz., 12¢. Off-flavor.

French's (R. T. French Co., Rochester, N. Y.). ¾ fl. oz., 10¢; cost per fl. oz., 13¢. Declared alcohol content 25%. Bottle taper deceptive.

Kroger's (Kroger Grocery & Baking Co., Cincinnati). 1 fl. oz., 13¢. Bottle deceptive.

Red & White (Red & White Corp., Chicago). 2 fl. oz., 25¢; cost per fl. oz., 13¢. Declared alcohol content 4.0%. Bottle slightly deceptive.

Sauer's (C. F. Sauer Co., Richmond, Va.). 1½ fl. oz., 19¢; cost per fl. oz., 13¢. Declared alcohol content 37½%. Off-flavor. Bottle deceptive. Standard extract; misbranded as concentrated extract.

White Rose (Seeman Bros., NYC). 2 fl. oz., 25¢; cost per fl. oz., 13¢. Low resin content but flavor satisfactory.

McCormick's (McCormick & Co., Baltimore). 2 fl. oz., 27¢; cost per fl. oz., 14¢. Declared alcohol content 35%. Bottle deceptive.

Virginia Dare (Virginia Dare Extracts, Brooklyn). 1¼ fl. oz., 18¢; cost per fl. oz., 14¢. Declared alcohol content 36%. Off-flavor. Carton and bottle deceptive.

Dr. Price's (Price Flavoring Extract Co., Chicago). 2 fl. oz., 29¢; cost per fl. oz., 15¢. Declared alcohol content 38%. Bottle deceptive.

Flagstaff (Greenspan Bros., Perth Amboy, N. J.). 1½ fl. oz., 24¢; cost per fl. oz., 16¢.

Morrow's (Morrow Extract Corp., NYC). 1½ fl. oz., 25¢; cost per fl. oz., 16¢. Bottle and carton deceptive.

Richelieu (Sprague, Warner & Co., Chicago). 1½ fl. oz., 25¢; cost per fl. oz., 16¢. Bottle deceptive.



THIS BIG CARTON
... held this little bottle

Shirriff's¹ (Shirriff's, Ltd., Toronto). 1½ fl. oz., 23¢; cost per fl. oz., 16¢. Off-flavor. Bottle deceptive. Misbranded, net volume not declared on bottle label.

Burnett's (Joseph Burnett Co., Boston). 2 fl. oz., 35¢; cost per fl. oz., 18¢. Declared alcohol content 35%. Carton slightly deceptive.

Not Acceptable

Blue Ribbon¹ (Blue Ribbon, Ltd.). 3.9 fl. oz., 35¢; cost per fl. oz., 9¢. Below standard in resin content. Off-flavor. Misbranded, net volume undeclared on bottle label.

Pure Gold¹ (Pure Gold Mfg. Co.). 1½ fl. oz., 17¢; cost per fl. oz., 12¢. Resin content below standard. Off-flavor. Net volume slightly short. Bottle deceptive.

IMITATION VANILLAS

Acceptable

(In order of increasing cost per fluid ounce, but note comments)

Iona (A&P). 3 fl. oz., 7¢; cost per fl. oz., 2.3¢. Coumarin present. Vanillin content meets standards.

Richmond (First National Stores, Somerville, Mass.). 3 fl. oz., 7¢; cost per fl. oz., 2.3¢. Coumarin present. Vanillin content meets standards. Bottle leaked slightly.

Peacock (A&P). 3 fl. oz., 8¢; cost per fl. oz., 2.7¢. Coumarin present. Vanillin content meets standards. Misbranded, does not list all ingredients.

Gold Medal (Fred Fear & Co., Brooklyn). 8 fl. oz., 10¢; cost per fl. oz., 3¢. Coumarin present. Low in vanillin content. Misbranded, "imitation" not labeled as conspicuously as "vanilla."

Westag (Table Products Co., Los Angeles). 2 fl. oz., 6¢; cost per fl. oz., 3¢. Coumarin present. Low in vanillin content. Net volume slightly short.

Arondale (Kroger Grocery & Baking Co., Cincinnati). 3 fl. oz., 10¢; cost per fl. oz., 3.3¢. Coumarin present. Vanillin content meets standards.

Holland Bells (American Stores Co., Philadelphia). 3 fl. oz., 10¢; cost per fl. oz., 3.3¢. Very little coumarin present. Vanillin content meets standards. Misbranded, labeled as extract. Does not declare all ingredients.

Co-op (Central Cooperative Wholesale, Superior, Wis.). 4 fl. oz., 15¢; cost per fl. oz., 3.7¢. Coumarin present. Low in vanillin content. Misbranded, labeled as extract.

Yellowstone (Paxton & Gallagher, Omaha). 2 fl. oz., 15¢; cost per fl. oz., 7.5¢. Coumarin present. Vanillin content meets standards. Misbranded, "imitation" follows "vanilla" on label.

¹Canadian brand; price in Canadian cents.

The Lowly Egg Beater

... has been improved since CU's last tests.
Now you can get beaters with gear shifts

THE lowly egg beater deserves more attention than it usually gets. There are good ones and poor ones, and some of the poor ones cost more than some of the good ones. Moreover, since our last tests, made several years ago, there have been some genuine improvements.

The better brands are now sturdier and rust-resistant, and in some the light pressed-steel gears, which are still common to most beaters, have been replaced by cast gears heavy enough to insure a smooth, easy drive. Some models have ball bearings. But you can write that feature off as relatively meaningless. They add a little to the ease of operation but they make the beater harder to clean and they're unnecessary if the gears and frame are heavy enough. Plastics are used for the handles of many models, and are somewhat superior to the enameled-wood handles, which chip easily. Blades on nearly all models are now made of stainless steel.

An innovation that sounds like a pure sales stunt but isn't is the gear shift—two speeds forward. The low speed offers a definite advantage if you use the beater for mixing heavy batters.

CU's tests indicate that a satisfactory beater can be bought for about 75¢, an excellent one for about \$1.25. It's best not to go below 50¢; a poor beater will not do a good job, and a good beater is well worth the difference.

The brands listed are rated on the basis of quality of construction, rust-resistant qualities, ease of operation and performance. The "Best Buys" represent the best value per dollar. Other brands are listed in straight order of quality.

Best Buys

Worlbeater (Na-Mac Products Corp., Los Angeles). \$1.25. A well-constructed, easy-running beater. Two speeds and easily shifted from one to the other. Chromium-plated frame, plastic handles, stainless steel blades. Heavy, smooth-running, cast-metal gears. Beating efficiency high. Easily cleaned.

A & J High Speed (A & J Kitchen Tool Co., Chicago). Sold by Sears-Roebuck as Cat. No.—2087 at 74¢ plus postage. A fairly well-constructed utensil with pressed steel gears running in ball bearings. Frame and gears chromium plated, blades stainless steel. Plastic handle. Not a "high-speed" beater, but a good buy.

Also Acceptable

(In order of quality without regard to price)

Superwhirl (Turner & Seymour Mfg. Co., Torrington, Conn.). \$1.40. Heavy, smooth-running gears mounted in a sturdy frame with plastic handles. Nickle plated except for blades, which were of stainless steel and similar in design to the blades used on electric machines.

Best (Van Woert Mfg. Co., Cleveland).

Resetting Your Radio

ON March 29, 1941, most broadcast stations will move over to different places on your dial. In most cases the shift will be very small—just a division or two—but sufficient even so to necessitate the resetting of push-buttons on such radios as have them.

You can do your own resetting if the push-buttons are of the motorless type, and the kind in which a push on the button produces direct and simultaneous movement of the dial. Give the radio about 20 minutes to warm up before resetting. Then pull off the button, under which you will find a screw head (you may first have to move a lever under the button, to release it). Loosen the screw one full turn, and push the mechanism all the way in. Making sure that it remains in, tune in the station you want for that button setting. Then, still holding the mechanism all the way in, tighten the screw. Finally release the mechanism, tighten the screw further if you can, and put the button back on.

If the buttons on your push-button mechanism are round, they may not be removable. In that case, treat the button itself as directed above for the screw head, turning it one full turn to the left to loosen, one full turn or more to the right to tighten after you have made the resetting.

To test the correctness of your setting turn the dial to another spot, push the button and see whether the dial comes back to the proper place. If not, you'll have to try again.

If you have to call in a serviceman, insist that he do the job in your home—that is, without taking the set to his shop. The charge should be no more than \$1.50 for a small, 4-button radio, no more than \$4 for a large console. And don't let the serviceman use the occasion to sell you a whole new set of tubes unless you really need them. If your radio has been performing satisfactorily, let the tubes alone.

\$1.50. A very well-constructed beater, similar to the *Superwhirl* except that the gears were not quite so heavy and the frame not so sturdy. Nickle plated except for stainless steel blades, plastic handles.

Ladd No. 8 (United Royalties Corp., NYC).

\$1.50. Well constructed. Pressed steel gears which run in ball bearings are of better design than most gears of this type, having broader teeth. Chrome plated except for blades, which were of stainless steel. Wooden handle. A good beater, but overpriced.

Ladd No. 4. \$1.25. Identical with above except that the frame was nickle plated. Overpriced.

Ladd No. 7. \$1.25. Identical with *Ladd No. 8* except that it had a plastic handle and the blades were shorter. Overpriced.

Super Mixer (National Die Casting Co., Chicago). \$1.90. A well-constructed, two-speed beater. Gears enclosed in a heavy cast-metal case. The gear shift did not function easily.

Blue Whirl Medium Size (Turner & Seymour Mfg. Co.). \$1.39. Had pressed steel gears running in ball bearings. Gears and frame nickle plated but there were points at which the frame will rust. Stainless steel blades. A comparatively slow beater and much inferior to the *Superwhirl*, made by the same company and selling at the same price.

Androck No. 484 (sold by Montgomery Ward as Cat. No.—1999 at 74¢ plus postage; in NYC stores it is overpriced at \$1). Pressed steel gears. Frame and gears, nickle plated, but there were points at which the frame will rust. Stainless steel blades, plastic handle.

Edlund No. 1 (Edlund Co., Burlington, Vt.). \$1. Pressed steel gears. Frame and gears nickle plated. Stainless steel blades. Plastic handle. Overpriced.

Edlund No. 3. 47¢. Similar to the *Edlund No. 1* except that it had a wooden handle and was not so heavily constructed. A much better buy than the model above.

Instant Whip. 74¢. All aluminum except for the crank handle, which was wooden. Aluminum is not a satisfactory material for beater blades because it bends out of shape too easily.

Blue Whirl Small Size. 94¢. Similar to the medium size above except that it was smaller and had a wooden handle.

The following two beaters are of completely different design than the ones rated above, and are not actually comparable to them. They are apparently designed for use in whipping small quantities of eggs or cream.

Turbine (Washburn Co., Worcester, Mass.). 35¢. Will beat small quantities quite well. Not rust-proof.

Androck No. 138. 47¢. This is a *Turbine*-style beater, but not quite so effective as the one listed above.

Not Acceptable

A & J. This is the small model commonly sold in 5-&10-cent stores for 10¢. Too light and flimsy to warrant purchase.



SWAN CLAIMS

They seem to have an excess amount of bubbles in them

Swan Soap

... moves in to knock Ivory off its floating pedestal. CU tests to find out if Swan really is the best soap ever, as one of the biggest advertising campaigns ever says it is. Results are here

MAYBE Swan soap hasn't made its appearance yet in your neighborhood. It will. Just sit tight, hold everything, and wait. For Lever Bros. (*Lux*, *Rinso*, *Lifebuoy*, *Spry*, &c) is out to do battle for the floating, all-purpose soap market dominated up to now by Procter & Gamble's *Ivory*. And the advertising business is convinced that the fireworks will be among the biggest and the brightest ever seen.

Procter & Gamble and Lever Bros. are the two biggest spenders in the soap business, and the soap business tosses more money into promoting its wares than almost any other business. Last year Procter & Gamble's total outlay was in the neighborhood of \$15,000,000, and Lever Bros. reportedly passed the \$10,000,000 mark. Both of these figures may very well pale as this year wears on.

Advertising Age predicts that Swan will ride into the consumer's life on "one of the most spectacular introductory campaigns ever to accompany the launching of a new product." *Tide*, another advertising trade paper, says "the campaign may some day be chronicled as the biggest ever run." To handle it, one of the country's biggest advertising agencies (Young & Rubicam) dropped another soap account (*Fels-Naphtha*) which it had served for years. To get up production to meet Swan's expected

sales, Lever Bros. stopped production on *Lifebuoy* for a full month.

Starting in Washington, Baltimore, New York and Boston last month, the Swan drive will move out over the country through newspaper ads, outdoor posters, radio time, door-to-door sampling. Expectations are that more than 1,000,000 bars of Swan will be given away. Flash! "The first really new white floating soap since the gay nineties." Flash! "My suds! It's better 8 ways!" Flash! "How you'll cheer when Swan soap floats into your home!"

CU bought a number of samples of Swan last month, as soon as they appeared in New York stores. CU also bought samples of *Ivory*. To check up on Swan's expensive claims, to find out if the new soap is in fact "really new" and "better 8 ways," to help consumers decide just how loud to cheer when Swan comes floating in, Consumers Union has tested both Swan and *Ivory* in the laboratory.

Herewith CU's findings, lined up against Swan's eight principal claims.

1. SWAN'S CLAIM. "Swan's whiter! It's as pure as imported castile! Pure? Why, you couldn't buy a purer soap!"

CU'S FINDING. You may not be able to buy a purer soap, but you can certainly buy one just as pure and for less money. All white floating soaps tested

by CU last year (see *July Reports*) and the year before (see *March 1939 Reports*) fell within allowable limits of purity. The new tests showed no different results; Swan is pure but no purer than *Ivory* or other floating soaps. As for the "less money," see point 8 below.

2. SWAN'S CLAIM. "Look! Suds two times quicker! Here are suds that last, too!"

CU'S FINDING. The tests showed that Swan does not sud faster, does not sud better, and does not produce longer-lasting suds than other white floating soaps.

3. SWAN'S CLAIM. "Look! Makes hard water soft-hearted! . . . Creamier, richer lather in water 'hard enough to cut diamonds.'"

CU'S FINDING. As we have pointed out before, hard water will cause curds to form when any soap without builder or other softening agent is used. Swan is no exception. Swan forms curds in hard water just as *Ivory* or any other neutral floating soap does and the lather it produces is not perceptibly richer or creamier. In Illinois, Indiana, Iowa and other very hard-water States, the citizens will have to continue using softeners or soaps with builders—or do with meager lather.

4. SWAN'S CLAIM. "Swan is much firmer! Lasts, lasts, lasts! Swan has far less moisture."

CU'S FINDING. Swan has about 15% moisture. It is definitely better in this respect than *Ivory*, which has about 25%, but does not compare so well with other floating soaps tested last July and in March 1939.

5. SWAN'S CLAIM. "Breaks smooth—easily! No jagged rough edges; no wasteful, crumbly surfaces."

CU'S FINDING. When we broke samples of Swan, we found that it was scored deeper and did give a smoother break than *Ivory*.

6. SWAN'S CLAIM. "Smells fresh as a daisy! Refreshing as mountain air."

CU'S FINDING. Swan is perfumed, with a citronella-like odor predominating. If citronella is as fresh as a daisy, so is Swan.

7. SWAN'S CLAIM. "Feel how smooth it is! . . . creamed 64 times a minute."

CU'S FINDING. Swan is smooth textured, but not more so than other floating soaps. It has a very high surface finish, but all neutral soaps become about equally smooth textured as soon as they are used.

A Note on Labor in the Soap Industry —Ivory and Swan

LEVER BROTHERS, makers of **SWAN** soap, operate under agreements with unions affiliated with the American Federation of Labor. According to information from both the company and the AFL, 5,000 employees working in four Lever plants have a 35- to 40-hour week, 50 weeks of work per year, with two weeks paid vacation. The company maintains clinics with doctors and nurses in all plants, and the Massachusetts plant won the Massachusetts Safety Award a few years ago for the best safety record in the State. The accident frequency rate is much lower than average for the industry, the company claims.

Minimum wages start at 70c per hour for men, 52c for women in three plants. The Baltimore plant, however, has mini-

mum wages of 55c for men, 45c for women, according to the AFL.

Procter & Gamble is unorganized except for its Portsmouth, Va., plant which has an AFL contract. This plant, according to the AFL, has a starting wage of 40c per hour for unskilled laborers. Junior laboratory assistants get \$18 per week, seniors \$26. Paid vacations are granted after two years. Conditions are better, comments the union, than those previously prevailing in the plant.

The other P&G plants are unorganized and, says the union, the company "maintains a profit-sharing and an employee representation plan in its unorganized plants, and has been antagonistic to union organization in these plants." The company did not reply to CU's inquiry for information about its labor policies.

B. SWAN'S CLAIM. "More real soap for your money."

CU'S FINDING. *Ivory* and *Swan* both sell at a regular price of 9¢ or 10¢ per cake, but can be bought for as little as 3 cakes for 23¢ at supermarkets. *Swan*, with less moisture than *Ivory*, costs 18½¢ per pound of dry soap at the regular price. *Ivory* costs 20¢. But CU's tests have disclosed several pure floating soaps which cost less than either

Ivory or *Swan*. (See your *Buying Guide*, pages 122 and 283, for listings of soaps.)

EVEN with free soap samples and a "double-your-money-back" guarantee, the big *Swan* promotion campaign would seem to have an excessive amount of bubbles in it. Millions will be spent to make you switch from *Ivory* to *Swan*. A wiser idea would be to switch to a better buy now on the market.



MILLIONS OF DOLLARS

... will be spent to make consumers switch from *Ivory* to *Swan*—and more millions will be spent to make them switch back. CU's test data suggest a more practical course for consumers (see text)

March, 1941

Flashlight Batteries

Check tests after six months' storage change some previous ratings — as predicted. Be sure to ask for dated batteries

GETTING a good flashlight battery is hard enough for the reason that neither price nor brand name is a very reliable guide to quality. On top of that another factor complicates matters. Batteries sit on dealers' shelves for indeterminate periods and the longer they sit the more they deteriorate. But the consumer has something to go by here. Some brands are dated; some are not. Avoid undated batteries.

Six months ago, while CU was making tests of batteries, duplicate sets of each of the brands covered were placed in storage under constant temperature. These samples have now been tested. And the results do considerable violence to the tentative ratings published in last September's *Reports*—as CU predicted might be the case.

The best buy found in the tests of the freshly purchased samples was an undated 5¢ brand, *Best*. It tested out only slightly lower in capacity than the best of the 10¢ cells. But tests on the six samples of *Best* which were held in storage reverse the picture. These *Bests* were among the worst. Two other undated brands, *Wizard* and *Merit*, turned out much the same way. The samples tested six months ago were good enough to get an "Also Acceptable" rating; on the basis of the new tests, no undated battery can be rated as other than "Not Acceptable."

CU has no way of knowing how long any of the *Best*, *Wizard* or *Merit* samples had been held in stock before CU purchased them for testing. It is possible that their poor performance in the second set of tests indicates simply that they had been on the dealers' shelves longer than the other brands tested. But that's just the point. Consumers can avoid getting such batteries if they buy by date. Manufacturers usually date their batteries one year ahead of the date of manufacture and consumers should make sure that the date hasn't been passed when they buy.

For a discussion of the several types of flashlight cases and a table to help you

Technical Section • 71

in your selection of flashlight bulbs, see the September 1940 *Reports*.

The ratings which follow were arrived at mainly by establishing the average of both the original and the delayed life test findings. Average voltage, which means brightness of light, was also taken into consideration.

Best Buy

Sears' Shurlite Cat. No.—4654 (Sears-Roebuck). Mail-order price, 4¢ each or 6 for 21¢ plus transportation; store price, 5¢. Ranks just below **Bond Mono Cell** in strict order of merit.

Also Acceptable

(In order of merit without regard to price)

The following three brands were of approximately the same quality:

Sears' Powermaster Armor-Clad Cat. No.—4650. Mail-order price, 9¢ plus transportation; store price, 10¢.

Ward's Leak-Proof Cat. No.—4728 (Montgomery Ward). Mail-order price, 9¢ plus transportation; store price, 10¢.

Ray-O-Vac Leak-Proof No. 2LP (Ray-O-Vac Co., Madison, Wis.). 10¢.

The following brand was lower in quality than the three preceding:

Burgess Uni-Cel No. 2 (Burgess Battery Co., Freeport, Ill.). 10¢. Sold for 6½¢ by Lafayette Radio Corp., NYC, as their Cat. No. 20622, and by Allied Radio Corp., Chicago, as their Cat. No. 8914. At this price it is a "Best Buy."

The following six brands were of approximately the same quality:

Eveready No. 950 (National Carbon Co., NYC). 10¢.

Bond Mono Cell No. 102 (Bond Electric Corp., New Haven, Conn.). 10¢.

Sears' Powermaster Cat. No.—4651. Mail-order price, 6½¢ or 6 for 35¢ plus transportation; store price, 7½¢.

Ward's Supreme Quality Cat. No.—4733. Mail-order price, 6½¢ or 6 for 35¢ plus transportation; store price, 7½¢.

Bright Star No. 10M (Bright Star Battery Co., Clifton, N. J.). 10¢.

Royal No. 402 (S. S. Kresge Stores). 5¢.

The following brand was of the poorest quality:

Arrow No. 302 (F. W. Woolworth Stores). 5¢.

Not Acceptable

The following brands were not dated:

Best No. 1195 (U. S. Electric Mfg. Corp.). 5¢.

Merit No. 10 (U. S. Electric Mfg. Corp.). 5¢.

Wizard D203 (Western Auto Stores, Inc.). 10¢.

Toilet Tissues

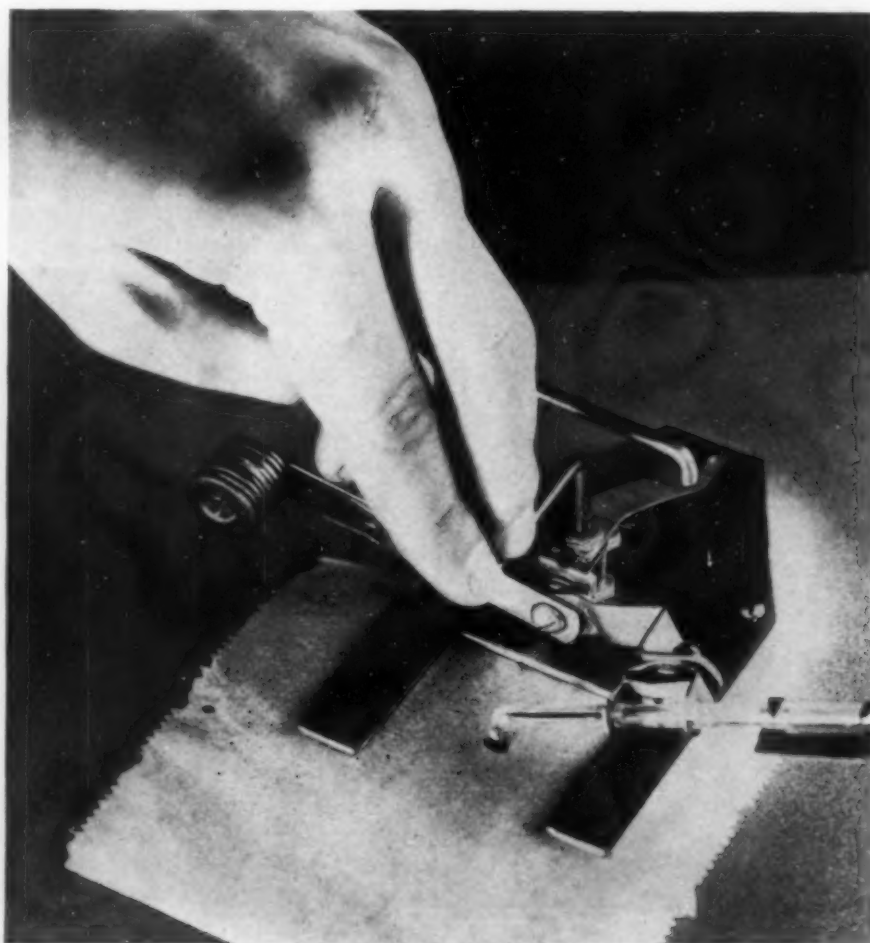
CU tests 42 brands, finds no splinters. Price range is wide, quality differences are not great

FIFTY YEARS ago when the first toilet-paper ad was placed before the public, manufacturers apparently had a sales theory that the way to insure selling their delicate commodity to the greatest number of people was to place as many brands on the market as possible. In those pioneer days, the Scott Co. had 2,800 different brands. Advertising was limited to soft-spoken pieces in which it was almost all you could do to find out what the advertisements were talking about.

Today Scott concentrates on two brands, *Scott* and *Waldorf*, and the advertising practically pushes you right into the bathroom. Ads for *Waldorf*

have shown homes broken up and neighbors talking behind their hands—all because *Waldorf* paper was not used. *Delsey*, another highly advertised brand of a different company, practically threatens to organize all children on a sit-down strike until their mothers buy *Delsey*.

In the case of *Waldorf*, the advertising got so wild that the Federal Trade Commission stepped in, and, a year ago, made the Scott Co. agree to cease representations to the effect that all products sold in competition with *Waldorf* tissue, regardless of quality, contained splinters, rough or thin spots, dirt or other defects, and from representations which were



ABSORPTION TEST

The microburette releases a measured water drop on the tissue. A stopwatch records absorption time

unfairly disparaging to competitive brands.

What the poor toilet-paper advertiser is to say about his product in relation to competitive brands is admittedly a problem. There are differences between brands, but as between most brands the differences aren't much. And apparently they just aren't sensational enough for a hard-working copywriter to make use of them without doing some dressing up.

CU has tested 42 different brands of toilet tissue, has concluded that body, strength, absorbency and (with qualifications) softness are the factors which, in their relation to one another, chiefly determine the character and the quality of the tissue. By and large, quality suffers if any one of these characteristics is overemphasized at the expense of another. Thus a sheet having a high rate of absorbency at the expense of strength will not be so good as one in which the rate of absorbency is sacrificed to some extent in order to give a stronger sheet.

An exception to the general pattern is the "satin" sheet, which has low absorption and does not crush softly. What the satin tissues offer in place of absorption and softness is super-thinness and a glazed smooth surface. That some people prefer these qualities is evidenced by the considerable sale of satin tissues. But if you like a soft, absorbent paper, avoid them.

Absorbency in toilet tissue refers to the amount of moisture a paper can absorb, and also to the speed with which it will take the moisture up. Amount depends mainly on thickness and weight; the heavier and thicker a paper is, the more water it will hold without being saturated. Beyond a certain point, of course, thickness and weight are a disadvantage. But none of the papers tested was found to be too heavy or too thick.

Speed of absorption is important because it directly affects strength. Wet paper is weak, and too rapid absorption is therefore undesirable.

The rate of absorption was determined with a microburette built in CU's laboratory from specifications issued by the National Bureau of Standards. This apparatus (see picture) delivers 1/100th of a cubic centimeter of liquid onto the paper being tested, without distortion of the drop.

The exact amount of liquid to be delivered is determined by the sliding gauge, which is calibrated. When the glass tube is tilted the water leaves at the bent end and remains suspended there. By depressing the lever the entire apparatus is lowered so that the

water, but not the tube, touches the paper. The lever is immediately released, lifting the tube and leaving the drop of water on the paper.

A stop watch is started at the moment the water touches the paper and is stopped when the drop of water no longer reflects light, the elapsed time indicating how long the paper took to absorb the water. A series of 10 tests was made for each paper and an average used for comparison with other papers.

The ratings reflect the various characteristics of toilet tissues by giving balanced consideration to thickness, weight, rate of absorbency and strength. Softness has not been figured into the ratings because of differences in personal preference. None of the papers tested revealed any splinters, serious impurities or the like.

Among the 42 brands tested there were nine of the double-sheet variety. These papers were very soft, and highly and rapidly absorbent.

Best Buys

- Seda** (Gotham Tissue Corp., NYC). 8¢ per roll. 1,000 sheets. The quality of this brand was outstanding.
- Sofvite** (S. H. Kress Stores). 5¢ per roll. 1,000 sheets. Fair quality. Price makes it a "Best Buy."
- Brooklyn Club** (Liggett's Drugstores). 5¢ per roll. 1,000 sheets. Satin paper. Very little absorption. Fair quality. Price makes it a "Best Buy."
- Royal Arms** (National Grocers, Inc., Chicago). 5¢ per roll. 1,000 sheets. Fair quality. Price makes it a "Best Buy."

Also Acceptable

(In approximate order of quality without regard to price)

- Waldorf** (Scott Paper Co., Chester, Pa.). 5¢ per roll. 650 sheets. Cost per 1,000 sheets, 8¢.
- Hearns Blue Diamond** (Hearns, NYC). 10¢ per roll. 1,000 sheets.
- Scott** (Scott Paper Co.). 9¢ per roll. 1,000 sheets.
- Kroger's Fleece** (Kroger Bros., Cincinnati). 5¢ per roll. 650 sheets. Cost per 1,000 sheets, 8¢.
- Lintex** (Regal Paper Co., Pulaski, N. Y.). 5¢ per roll. 650 sheets. Cost per 1,000 sheets, 8¢.
- Soffin** (National Grocers, Inc., Chicago). 10¢ per roll. 1,000 sheets.
- Delsey** (International Cellucotton Products Co., Chicago). 10¢ per roll. 700¹ sheets. 350¹ double sheets. Cost per 1,000 sheets, 14¢.
- Hazel** (National Tea Co., Chicago). 6¢ per roll. 600¹ sheets. Cost per 1,000 sheets, 10¢.
- Supersoft** (Red & White Corp., Chicago). 9¢ per roll. 1,000 sheets.

- Dawn** (Independent Grocers Alliance, Chicago). 7¢ per roll. 600¹ sheets. Cost per 1,000 sheets, 16¢.
- Seminole** (Seminole Paper Corp., NYC). 7¢ per roll. 1,000 sheets.
- Celleen** (available at Cooperative Distributors, NYC). 10¢ per roll. 1,000 sheets. 500 double sheets.
- Red Cross** (A. P. W. Paper Co., Albany, N. Y.). 8¢ per roll. 1,000 sheets.
- Gimbel's All Purpose** (Gimbel Bros., NYC and Philadelphia). 11¢ per roll. 1,000 sheets. 500 double sheets.
- Macy's Satin** (R. H. Macy, NYC). 17¢ per roll. 2,000 sheets. Cost per 1,000 sheets, 8.5¢. Very little absorption.
- Hearns Twin Tissue** (Hearns, NYC). 12¢ per roll. 1,000 sheets. 500 double sheets.
- Co-op Red Label** (Central Cooperative Wholesale, Chicago). 5¢ per roll. 600¹ sheets. Cost per 1,000 sheets, 8¢.
- Petal Soft** (Barclay Tissue Corp., NYC). 9¢ per roll. 1,000 sheets. 500 double sheets.
- Colonial** (Pender Stores). 9¢ per roll. 1,000 sheets. 500 double sheets.
- Windsor** (A&P). 8¢ per roll. 1,000 sheets. 500 double sheets.
- Gimbel's Certified**. 6¢ per roll. 1,000 sheets.
- Macy's Duo Soft**. 15¢ per roll. 1,000 sheets. 500 double sheets.
- Co-op** (Eastern Cooperative Wholesale). 7¢ per roll. 1,000 sheets. 500 double sheets.
- Hanco** (United Stores). 5¢ per roll. 1,000 sheets.
- Soft Spun** (Stevens & Thompson Paper Co.). 7¢ per roll. 1,000 sheets.
- Floss-Tex** (Walgreen Stores). 4¢ per roll. 450¹ sheets. Cost per 1,000 sheets, 9¢.
- Texlin** (Regal Paper Co.). 10¢ per roll. 1,000 sheets. Very little absorption.
- Sanisoft** (Mutual Wholesale Food Supply Co., Minneapolis). 5¢ per roll. 1,000 sheets.
- Color-Tex** (S. S. Kresge Stores). 5¢ per roll. 600¹ sheets. Cost per 1,000 sheets, 8¢. Very little absorption.
- Pacific** (A&P). 5¢ per roll. 650 sheets. Cost per 1,000 sheets, 8¢.
- Macy's Herald Square**. 9¢ per roll. 1,000 sheets. Satin paper. Very little absorption.
- Celtex** (F. & W. Grant Stores). 5¢ per roll. 1,000 sheets. Very little absorption.
- United Cross** (Whelan Drug Co., Boston). 5¢ per roll. 1,000 sheets. Very little absorption.
- Co-op Blue Label** (National Cooperative Wholesale, Chicago). 6¢ per roll. 1,000 sheets. Very little absorption.
- American** (American Stores Co., Philadelphia). 5¢ per roll. 1,000 sheets. Very little absorption.
- United Whelan** (Whelan Drug Co., NYC). 4¢ per roll. 650 sheets. Cost per 1,000 sheets, 6¢. Very little absorption.
- Shamrock** (W. T. Grant Stores). 5¢ per roll. 1,000 sheets. Very little absorption.
- Silk** (Gotham Tissue Mills Corp., NYC). 12¢ per roll. 2,000 sheets. Cost per 1,000 sheets, 6¢. Satin paper. Very little absorption.

¹ Number of sheets not declared on label. This is an approximate count.

Cleansing Tissues

Kleenex is way ahead in advertising ingenuity, far behind in quality. Ratings of 37 brands are given here

CLEANSING TISSUES are convenient for removing cosmetics or as disposable handkerchiefs either during a cold or generally. Beyond these basic uses, adroit advertising has developed many others. And none of the advertising has been more adroit than the steady promotion of *Kleenex*. For its development of markets, therefore, give *Kleenex* a gold star. What *Kleenex* brings to the markets warrants something a great deal less than a gold star. Out of 37 different brands tested by CU, *Kleenex* wound up ignobly in 34th place in order of quality. CU's technicians rated it there after laboratory tests showed it to have only fair strength and relatively poor absorption.

Of the 37 cleansing tissues tested only three had a rate of absorption slower than *Kleenex*. Only four had less body (determined by thickness and weight) and at least one-third of all the papers tested proved to be stronger than *Kleenex*.

One unique feature *Kleenex* has (and makes much of in its advertising) is its "pop-up" method of packing its tissues; when you lift off one sheet another pops up ready for use. If you are one of the numerous people who remove cleansing tissue from its box and carry it in a handbag or pocket, you may find the pop-up feature a nuisance. Aside from that it is a slight convenience.

As with toilet tissue (see page 72), the principal requirements of a good cleansing tissue are strength, good body and fair absorbency, though cleansing tissue should have greater absorbency than toilet tissue. And as with toilet tissue, too great an emphasis on any one of these features at the expense of another tends to lessen the all-round utility of the paper. Cleansing tissues are similar to toilet tissue in both manufacture and appearance, and the features considered in rating them, as well as the method of rating, are similar to those discussed in the accompanying report on the toilet tissues.

Of the 37 brands tested, two were triple sheets and the rest double. There was no structural difference between the two types. In the ratings softness was not considered because all of the sheets were of the "soft" variety; variations in degrees of softness were not sufficient to be significant.

Prices given in the ratings are based on the cost of the largest size available.

Best Buys

Queen Anne (A&P). 4¢ per 100 sheets, 9x10. Third highest quality of all brands tested.

Jean La Verne (Owl Drug Co., San Francisco). 3¢ per 100 sheets, 9x9. Tenth highest quality tested. Price makes it a "Best Buy."

Lady Dainty (Safeway Stores). 3.6¢ per 100 sheets, 9x10. Eleventh highest quality of all brands tested. Price makes it a "Best Buy."

Also Acceptable

(In order of quality without regard to price)

Betty Woods (Betty Woods Laboratories, Hollywood, Calif.). 4.6¢ per 100 sheets, 9x10.

Macy's (R. H. Macy, NYC). 6¢ per 100 sheets, 9x10.

Quality (Cooperative Distributors, NYC). 5¢ per 100 sheets, 9x10.

Perfection (Walgreen Co., Chicago). 5.6¢ per 100 sheets, 9x10.

Co-op Verisoft (National Cooperative Wholesale, Chicago). 6.5¢ per 100 sheets, 9x10.

TELL ME ANOTHER *Kleenex* We will pay \$10.00 for every "Telling Your Customer" ad placed in this issue. Send to: CU, 121 North Michigan Avenue, Chicago.

 <p>IT'S NO SKIN OFF MY NOSE</p> <p>WHEN I HAVE A COLD, I USE VELVETY-SOFT KLEENEX. THE TISSUE THAT'S EASY ON TENDER SKIN!</p> <p><small>Offer a Star to A. T. Powers, Calif.</small></p>	 <p>My Towels Had Moosles</p> <p>WHEN I USED THEM TO REMOVE POLISH FROM MY FINGERNAILS, NOW I USE KLEENEX AND THE PLAQUE IS OVER!</p> <p><small>Offer a Star to G. J. J. "Yonkers, Mo."</small></p>
 <p>I was Driving Blind</p> <p>UNTIL I STARTED KEEPING KLEENEX TISSUES IN THE CAR TO WIPER MOISTURE, FOG AND DIRT OFF THE WINDSHIELD</p> <p><small>Offer a Star to E. W. D., Birmingham, Ala.</small></p>	 <p>SOME DUMB BELLE!</p> <p>I DON'T REALIZE ONLY KLEENEX HAS THE SERV-A-TISSUE BOX THAT ENDS FUMBLING AND WASTE! PULL A FRESH KLEENEX—ANOTHER POPS UP!</p> <p><small>Offer a Star to M. M., Chicago, Ill.</small></p>

Don't put a Cold in your Pocket... Use KLEENEX

KLEENEX SALES BUILDING
... comes off better than Kleenex

Nacella (F. W. Woolworth Stores). 5¢ per 100 sheets, 9x10.

Gimbel's (Gimbel Bros., NYC and Philadelphia). 4¢ per 100 sheets, 9x10.

Colonial (D. Pender Grocery Co., Norfolk, Va.). 4¢ per 100 sheets, 9x10.

Martha Washington (San-Nap-Pak Mfg. Co., NYC). 4¢ per 100 sheets, 9x10.

Kreemoff (H. C. Bohack Stores). 4¢ per 100 sheets, 9x10.

Julia May (Cunningham Drugstores, Detroit). 5¢ per 100 sheets, 9x10.

Pond's (Pond's Extract Co., NYC). 6¢ per 100 sheets, 8x10.

Sally May (Independent Grocers Alliance, Incorporated, Chicago). 5¢ per 100 sheets, 9x10.

Chee Kist (F. W. Woolworth Stores). 4¢ per 100 sheets, 8x9.

Belmont (First National Stores). 4¢ per 100 sheets, 9x10.

Princess (American Stores Co., Philadelphia). 5¢ per 100 sheets, 9x10.

Patricia Allen (Sontag Drugstore, Los Angeles). 3¢ per 100 sheets, 9x10.

Sanettes (San-Nap-Pak Mfg. Co.). 4¢ per 100 sheets, 9x10.

Soflin (National Grocers, Inc., Chicago). 5¢ per 100 sheets, 9x10.

Hazel (National Tea Co., Chicago). 4.5¢ per 100 sheets, 9x10.

Super Fyne (Red & White Corp., Chicago). 5¢ per 100 sheets, 9x10.

Belle Fleurs (San-Nap-Pak Mfg. Co.; sold in W. T. Grant Stores). 4¢ per 100 sheets, 8x9.

Sitroux (Sitroux Co., NYC). 6¢ per 100 sheets, 9x10.

Hearns Blue Diamond (Hearns, NYC). 4.6¢ per 100 sheets, 9x10.

Lyncrest (W. T. Grant Stores). 4¢ per 100 sheets, 9x10. Triple sheets.

Klenzo (United Drug Co., Boston). 5¢ per 100 sheets, 9x10.

Venida (Reiser Co., NYC). 6¢ per 100 sheets, 9x10.

Elizabeth Post (S. H. Kress Stores). 4.3¢ per 100 sheets, 9x10.

Miown Feather Soft (Whelan Drug Co., NYC). 4¢ per 100 sheets, 9x10.

Kroger's Swansoft (Kroger Grocery & Baking Co., Cincinnati). 5¢ per 100 sheets, 8½x9½.

Kleenex (International Cellucotton Products Co., Chicago). 6¢ per 100 sheets, 9x10.

Barbara Lane (Whelan Drug Co., NYC). 4¢ per 100 sheets, 8½x10.

Fastidia (A&P Stores). 4.5¢ per 100 sheets, 9x10.

Soothies (S. S. Kresge Stores). 4¢ per 100 sheets, 8x9½. Triple sheets.

MEDICAL SECTION

HAROLD AARON, M. D., SPECIAL MEDICAL ADVISER

MEDICAL CONSULTANTS: Dr. Anton J. Carlson—Chairman, Dep't of Physiology, University of Chicago; Past President, American Physiological Society; Dr. Theodor Rosebury—Assistant Professor of Bacteriology, College of Physicians & Surgeons, and School of Dental and Oral Surgery, Columbia University; Dr. Marlon B. Sulzberger—Ass't Professor of Clinical Dermatology and Syphilology, New York Post-Graduate Medical School, Columbia University; Editor, *Journal of Investigative Dermatology*.

CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.



Fortified Flour

... is one outgrowth of national defense activity which will directly benefit consumers. Production of it is reaching industry-wide proportions. To buyers: watch out for price increases

THE national taste leans heavily to refined and processed foods and that taste is doing serious damage to health. Since the health of the people is beginning to get recognition as a matter of defense, along with guns and bombers and battalions, by last month a major drive was under way to do something about the problem of refined foods.

The gears of the drive were meshing principally in Washington, where nutritionists, physicians and consumer representatives linked to National Defense were booming the slogan "vitamins for defense"; and in the great milling centers of the country (principally the Middle West), where virtually every flour miller was preparing to put back into his flours the vitamins that refining and processing took out. At the month's end a large bandwagon was rolling.

The principal vitamin that refining and processing methods take out of foods is vitamin B₁, which is the vitamin most notably lacking in the average American diet. The milling of wheat to produce white flour, the polishing of rice to remove the skin, other processes to remove the germ and husks of grains and cereals, the refining of sugars and molasses, all are destructive of the most potent sources of vitamin B₁. And over the past century the trend has been toward more of these refined foods in the diet, less of vitamin B₁ in the foods.¹ Thus, while refined

breads, cereals and sugars now furnish more than half of the average daily calorie intake, they yield not more than 50 International Units of B₁ daily—as against an estimated daily requirement of 200 to 600 Units. (See CU Reports, March 1940.)

Offsetting this loss has been an increased consumption of fruits, vegetables and milk. But it has also been shown by various experimenters that, while the diet can be brought up to minimum standards of vitamin B₁ by including such

protective foods, it would be difficult if not impossible to make the standards what they ought to be so long as the diet includes the amounts of refined foods to which people are accustomed.

Out of ignorance of the essentials of good nutrition, very many people who could afford the more expensive protective foods do not eat them. And obviously it is difficult—at the least—for the millions of people who cannot afford to buy enough of these protective foods to reach even minimum levels of vitamin B₁.

That they do not was shown by a study made in 1938 by Dr. Norman Joliffe, and a more recent one by Stiebling and Phipard. Although it is impossible to give exact data, since vitamin B₁ deficiency is often difficult to diagnose, both studies showed that a high percentage of the population of the U. S. is suffering from some degree of vitamin B₁ deficiency. It does not usually manifest itself as an acute disabling deficiency ailment, but as nervousness, fatigue, headache or other minor ailments.

DETERMINED attempts have been made in the past to correct America's deficient diet through education. The Bureau of Home Economics and other government agencies, public health workers and doctors have spoken much of the advantages of eating whole-wheat bread and cereals instead of the highly refined ones, more fruits and nuts instead of sweet desserts and confections, more lean meat. But the advice has come up against too much prejudice, and too much hard economic fact. It is one thing to make clear to a person that he should eat certain foods; quite another to enable him to spend the extra money required.

Millers Are Urged To Fortify Flours

Convention Hears Sebrell; Processing Taxes Feared

CHICAGO—The fortification of flour with vitamins and minerals, the rising cost of mill operation and the...

Defense Men Push Drive On Vitamins

Campbell Is Not Opposed But Asks Why The

(Continued from Page 1, Army and Navy on nutrition. Armed forces are going slowly on fortification be shown. Committee, known as Food and Nutrition, appointed at request of Hatt head of Consumer Division Defense Advisory Commission Thomas, of General M. Minneapolis, represents...

foods in your diet. 12. (Name) Bread is an ideal carrier for these vital food factors, as wheat contains them in its natural state.

Vitamin Trend Hits Macaroni Makers

Thomas Advises Group To Tie In Nutrition Angles

CHICAGO—Macaroni industry is to take steps to fortification and baking... standards...

Vitamins March

FOOD PULP REPORTERS report that the bakers of the... to push vitamin fortification future. The fortification not only vitamin B₁, but and iron as well. This move by competent government comes at a time when the...

THIS MEETING, THEREFORE, IS A STEP TOWARD... he taking a forward step in bolstering the physical fitness of their families—larger (other or last

Macaroni-spaghetti week, an annual trade feature, will not be held this year. Reason assigned was that retail grocers have been and are being burdened with too many observances.

Secretary M. J. Donna showed copy of a proposed industry publication, "Foods Pictorial," intended for distribution by manufacturers. This is to contain rotogravure illustrations of interesting events and scenes, particularly those in which food products are...

Bakers Are Ready For 'All Out' Toward Bread Fortified By Vitamins

By STEPHENS RIFFEY

WASHINGTON—Spurred by Dr. Russell M. Wilder and his Committee on Food and Nutrition of National Research Council, flour millers and bakers have decided to shoot the works on vitamin-mineral fortified flours and are now promising "enriched" flour and bread within a few weeks instead of months. Millers have abandoned their proposed name of "Vitamin" after consultation with Food and Drug Administration indicated a thumbs down attitude...

¹ The flours of a century ago retained about 75% of the vitamin B₁ of the whole wheat; today's flours retain only about 10%.

And so the effects of the educational campaigns have been relatively insignificant. The alternative—to put back into refined foods the vitamins (and minerals) which had been removed from them—has been much discussed in impressive nutritional congresses. But there was little action.²

It was at this point that the defense program stepped in. Dr. Russell M. Wilder, chairman of the Advisory Committee on Foods and Nutrition (set up at the request of Harriet Elliott, Consumer Advisor of the National Defense Advisory Commission), stepped to front pages of newspapers from coast to coast, urging the necessity of vitamin fortification of foods if the population were going to be able to do a really good job in defense. Others, now realizing concretely what a hindrance inadequacy of vitamins could be, and how much more productive a well-fed person was than a badly fed one, jumped on the bandwagon asking immediate fortification of bread and other foods.

The Federal Food & Drug Administration urged application of the brakes. Their idea might be condensed roughly like this: "Vitamin fortification of flour may be a fine thing. It may even be essential in our national defense. But unless careful thought is given to the types, the amounts and the costs, it may easily be a boomerang."

Consequently, FDA hearings on flour standards were reconvened for the specific purpose of hearing evidence on vitamin fortification of flour (see February Reports). Much testimony was taken, and agreement on what should be done was pretty general. But time passed and the Food & Drug Administration did not hand down any decision.

Attacked by nutritionists and millers alike because it was slowing up the nutrition program, FDA's Chief, Walter G. Campbell, announced last month that there was nothing to stop millers who wished to put out fortified flour from doing so immediately, even before standards were issued. And he added that the FDA would be cooperative so long as the new products were in general conformance with the Food, Drug & Cosmetic Act. That was the green light. A number of the new fortified flours and breads are already out, more are on their way. The National Macaroni Manufacturers Ass'n has petitioned the FDA

² But for the past couple of years some millers have been experimenting with various ways of retaining more of the vitamins in their flours than usual refining methods permitted. General Mills brought out its *Vibic* as one such flour, continues to market it although the price is high.

2,650 CHILDREN PROVE THAT VICKS PLAN CUT COLDS SICKNESS IN HALF

C... children's sickness from colds reduced 54%—school absences 77%! Sounds almost too good to be true, doesn't it? But that's what doctors' certified reports show Vicks Plan did in clinical tests on 2,650 children. Will it do as much for your family this winter? It's easy to find out—just follow a few rules of hygiene and use these two specialized medications whenever needed.

WATER CURE REMEDY...
Millions of families turn to Vicks Vapo-Rol to help keep away colds from developing. It is especially designed for the nose where most colds start—the nasal passages. It eases the nose—helps you breathe and a few drops up each nostril at the first sniffle, sneeze or any other sign of nasal irritation. Right away you can feel the tingle as it stimulates Nature's own defense to prevent development of colds. Also good for clearing your nose of stuffiness when you have a miserable head cold.

IF A GOOD STRONG...
All over America, 1 out of 3 mothers depend on this essential medicine and vapor treatment to relieve the coughing, hiccuping, sneezing, muscular soreness and tightness of a developed cold. There's no medicine doing. You simply massage Vicks Vapo-Rol on chest, chest, and back at bedtime. It acts swiftly—2 easy steps: (1) like a warming, stimulating poultice, while (2) its medicinal vapors are breathed over the sore passages. This direct action brings comfort and cures colds and coughs.

VICKS Vapo-Rol

SEE FULL DIRECTIONS FOR FOLLOWING VICKS PLAN IN BOX VICKS PACKAGE

UNKNOWN SUBSTANCE?

"... no known substance can be relied upon to prevent or cure colds"

to have its products included under any fortification standards which may be promulgated eventually by the government.

Within the next few months, it seems clear by now, much of the white bread and flour on the market, to say nothing of numerous other products, will be fortified not only with vitamin B₁ but also with nicotinic acid (part of the B complex) and iron as well. Market reports indicate that the cost of adequate fortification (enough to meet the levels of whole-wheat flour) should be no more than one-tenth of a cent in a whole loaf of bread. Consumers must be on the lookout to see that the tenth of a cent is not passed on to them in the form of a cent-a-loaf increase.

Cold "Remedies": The FDA Moves in

THE Food & Drug Administration, which has until now been following a "hands-off" policy on "cold cures," came out early last month with an announcement that "henceforth this class of products will be included in the Administration's program of operations."

Further, it stated:

Present-day medical opinion supports the view that there is no known substance or mixture of substances which can be relied upon to prevent or cure colds. Surveys of products which now appear upon the market show that many of them make claims involving the treatment or prevention of colds which are not justified by the scientific facts; others exaggerate the effects which the medications will have upon the symptoms.

Eat the Right Food

"**E**AT THE RIGHT FOOD," a pamphlet prepared by the Bureau of Home Economics of the U. S. Dep't of Agriculture, is an excellent and concise description of dietary needs, as well as methods of cooking which will help preserve the vitamin and mineral content of foods. Details in it are, in general, in accord with current good scientific opinion. On one minor point CU's medical staff disagrees: the recommendation that six or more glasses of water be taken daily.¹

Consumer Commissioner Harriet Elliott of the National Defense Advisory Commission, states:

This is the kind of information which should be disseminated widely because it will contribute, not only to individual health, but will serve as an effective foundation for national health as well.

Unfortunately, pamphlets containing scientific suggestions for good nutrition are largely useful only to those who can afford to buy enough of the right kinds of food—milk, eggs, meats, fruits and vegetables. And unfortunately there are something like 45 million people in this country who are living on incomes which do not enable them to partake of the pamphlet's sound advice.

For the remaining many, who eat the wrong foods through ignorance or carelessness, "Eat the Right Food" should prove valuable.

CU urges members to write to the Consumer Division of the National Defense Advisory Commission, Washington, D. C., asking for a free copy.

¹ There is no satisfactory medical evidence that it is necessary to establish a specific water-drinking habit. Except in certain illnesses, one satisfies the water requirements of the body by satisfying the thirst. In fact, many people get all the water they need from soups, fruit juices and other liquids.

To those who have been deploring the numerous fraudulent "remedies" sold to prevent or cure colds, this is an encouraging bit of news. Unfortunately, it must be remembered that the FDA's jurisdiction ends with the labels and inserts in the package. Control of advertising claims is in the hands of the Federal Trade Commission.

It is to be hoped that the FTC follows the FDA's lead, and that together the two agencies do a real job in eliminating the wild claims of the cold remedies, so that the large part of the American public which has been spending millions of dollars annually in a vain hope will no longer be misled.

GENERAL SECTION

CONSUMER NEWS AND INFORMATION



To Help Meet Consumer Needs

CU announces a new National Advisory Committee on Consumer Needs to aid it in doing a better job

WORKING for consumers is too big a job to be handled from an office—no matter how big the office and no matter who or how many are in it. There are too many things going on, there's too much to be done. Consumer organization grows, and with it consumer activity, and with that consumer needs.

Consumers Union has long recognized the need for fuller information from all sections of the country on consumer doings and desires, on ways in which CU can be helpful, on ways in which its services might be improved. Here CU announces a step toward meeting the need.

CU's Board of Directors has invited a group of representative consumer educators and leaders from all over the United States, to serve as a National Advisory Committee on Consumer Needs. Important questions of policy will be submitted to the Committee. (For example, a prepublication copy of CU's new weekly newsletter went to Committee members, and suggestions from them were adopted to make the first issue better than it otherwise would have been.) Committee members, in turn, will keep CU informed of consumer developments and needs in their communities.

CU is proud to announce that the following persons, leaders in their communities and in their fields of interest, have accepted membership on the new Advisory Committee. Names of additional members will be announced later.

PROF. BENJAMIN R. ANDREWS
Teachers College, Columbia University
New York, N. Y.

MARY SYDNEY BRANCH
Wellesley College
Wellesley, Mass.

H. V. CHURCH
Nat'l Ass'n Secondary-School Principals
Chicago, Ill.

PROF. JAMES CUSICK
Dartmouth College
Hanover, N. H.

PROF. EDGAR DALE
Ohio State University
Columbus, Ohio.

PROF. G. E. DAMON
Colorado State College
Greeley, Colo.

ELMER A. DANIELS
Steinmetz High School
Hinsdale, Ill.

LODA MAE DAVIS
Consumers' Division, Nat'l Defense
Advisory Commission
Washington, D. C.

PROF. Z. C. DICKINSON
University of Michigan
Ann Arbor, Mich.

MARY DUBLIN
Former Sec'y, National Consumers League
New York, N. Y.

PROF. E. KINGMAN EBERHART
Ohio Wesleyan University
Delaware, Ohio

STANLEY ERICKSON
Cooperative Services
Minneapolis, Minn.

ELLIOTT FLECKLESS
Mount Hermon School
Mount Hermon, Mass.

PROF. H. A. FREY
University of Toledo
Toledo, Ohio

PROF. PHILIP GAMBLE
Massachusetts State College
Amherst, Mass.

MRS. WILLIAM T. GAYLE, JR.
Georgia Conference on Social Work
Atlanta, Ga.

PROF. LELAND J. GORDON
Denison University
Granville, Ohio

PROF. MYRTLE A. GUNSELMAN
Kansas State College of Agriculture and
Applied Science
Manhattan, Kans.

PROF. HENRY HARAR
George Peabody College
Nashville, Tenn.

JOHN HOPE II
Atlanta University
Atlanta, Ga.

SAMUEL JACOBS
Wayne University
Detroit, Mich.

ADA KENNEDY
Pasadena Junior College
Pasadena, Calif.

PROF. E. B. KIRKPATRICK
University of Minnesota
Minneapolis, Minn.

ALFRED KIRSHNER
Taft High School
New York, N. Y.

PROF. HAZEL KYRK
University of Chicago
Chicago, Ill.

GERTRUDE LUEHNING
Palo Alto, Calif.

PROF. H. G. LULL
Kansas State Teachers College
Emporia, Kans.

PROF. GORDON McCLOSKEY
Alabama College
Montevallo, Ala.

PROF. CLYDE R. MILLER
Teachers College, Columbia University
New York, N. Y.

PROF. THEODORE NEWCOMB
Bennington College
Bennington, Vt.

DR. EDWARD REICH
Editor, Consumer Education Journal
Brooklyn, N. Y.

MRS. PAUL ROLLER
Chairman of Study Group
American Ass'n of University Women
Berwyn, Md.

MRS. HARRIMAN B. SIMMONS
Secretary
New Jersey Consumers League
Newark, N. J.

PROF. HELEN SORENSON
University of Illinois
Urbana, Ill.

PROF. H. JOHN STRATTON
Illinois College
Jacksonville, Ill.

DR. JOHN B. THOMAS
Louisville, Ky.

ALICE E. TRELEAVEN
Chairman, United Conference on the High
Cost of Living
Chicago, Ill.

SAMUEL WALLACH
Teacher in Social Studies
New York City High Schools
Brooklyn, N. Y.

Meat Grading's on the Calendar

MEAT GRADING,¹ long considered an important step in consumer protection, has been used comparatively little in this country. Of a total of about 500,000,000 pounds graded annually throughout the U. S., practically all goes to hotels, restaurants and other large meat consumers. These large meat users realize that only by knowing exactly what they buy can they get the best value for their money; they buy by grade to be sure that they get what they ask for; they buy enough so that they can demand and get graded products.

Ordinary meat consumers have not been so fortunate. For although a few isolated butchers do sell some government-graded meat, most housewives just ask the butcher for a "juicy, tender steak" (or a good low-priced piece of stew-meat), and pray that the butcher's judgment is both correct and honest.

In only one city in the U. S. is the situation much different. Seattle, Washington, adopted a bill calling for compulsory meat grading in 1934. And there the consumer who goes meat-shopping is assured of the quality of the product she buys, not just on the butcher's say-so, but according to the judgment of graders of the U. S. Dep't of Agriculture.

Previous bills calling for compulsory meat grading have met resistance from meat packers and retail butchers alike. When such a bill was introduced in New York City in 1937, defeat was the result of this concentrated opposition.

Now the tides seem to be turning. Large chain stores, selling meat at low prices, are proving serious competition for the small independent butcher. And a group of these butchers has finally pocketed its collective pride and reversed its old stand. As a final, desperate effort to save its downhill businesses, it has now requested compulsory meat grading in New York City.

ON February 18, the minority group in the New York City Council introduced a bill which would make compulsory the grading of all beef, mutton and lamb sold in the city.

Besides calling for grade labeling, it also would set up a system of licenses

for meat dealers, from slaughter houses to retail stores. Revocation of licenses, and consequent loss of permission to do business, is stipulated as penalty for any of a number of violations, including misrepresentations of grades, selling of ungraded meat, failure to display prices and grades, sale of meat under insanitary conditions.

Revocation of license, would, of course, be only a final resort; a scale of fines for first violations starts at \$10. Enforcement would be in the hands of the Dep't of Markets.

Like other programs for consumer protection, meat grading will not go into effect without consumer effort. The law outlined above for New York City is still in its first stages. After introduction, it goes to committee; then, if it is reported favorably, it will be put on the Council calendar for public hearings.

It is to be anticipated that now, as in 1937, when a previous bill was defeated, there will be heavy lobbying by the meat trust to stop its passage.

If you live in New York City, here are the things you can do:

1. Write² to William L. Carroll, Chairman of the General Welfare Committee, New York City Council, urging that the bill be reported out of committee favorably—and soon.

2. Write² to your Councilman, telling him you want meat grading, and urging that he help adoption of the bill.

3. Urge any organization of which you are a member to adopt a resolution favoring meat grading, and send a copy of it to the New York City Council.²

If you live elsewhere, the passage of the New York bill can still be of great benefit to you by showing the way for your city. Your program might include writing to your local legislative body urging consideration of a similar bill.

In any case, you would do well to study the question of meat grading. Ask the U. S. Dep't of Agriculture in Washington, D. C., to send you some of the excellent data which they have printed on the subject. Then you will be better prepared to answer the attacks which are bound to come, including the obvious one that grading will raise the price of meat (according to current data the cost of grading would be three to four cents for an entire carcass of beef—about 1/50 of a cent per pound).

²Since Consumers Union believes that the passage of this bill would be a tremendous step forward in consumer protection, and since we plan to give the bill complete support, we should be glad to have copies of the letters you send.



THIS IS HOW MEAT IS GRADED

... and it costs only 1/50 of a cent per pound to do it

The Consumer Witness

IT IS generally possible for consumer witnesses to participate, along with industry representatives, in hearings on legislation affecting standards of consumer goods. Consumers Union has been taking advantage of this opportunity by sending representatives to testify at many such hearings. In this column we shall from time to time summarize our testimony, tell of pertinent points raised at each hearing in which we play a part.

FEATHERS AND DOWN

At the request of New York State processors, hearings were held January 30 on a proposed change in the New York State regulations for labeling feather and down mixtures in bedding and upholstery products.

Processors stated that since the war has shut off European imports, almost the entire supply of feathers and down now comes from China. They claimed that, because of careless procedures of Chinese producers in labeling and mixing feathers, processors are unable to identify the composition of the mixtures and make a correct label statement of percentages of each feather, as required

¹Meat grading is classification of meats on a quality basis. It is not to be confused with the type of grading applied to milk—differentiation on a health basis. In general, CU opposes health grades because it feels that all food products should be unquestionably safe. CU supports quality grades because it feels that consumers are entitled to know what they get for their money. The question of wholesomeness of meat is not involved in the present bill.

by present law. They claimed that samplings and tests of the same mixture may vary greatly, depending upon who makes the test. They asked that they be permitted to label combinations of natural feathers from water fowl, simply as "mixtures of water fowl" providing they contain at least 10% down.

Fifteen of the 18 persons testifying at the hearing were opposed to any change in the law. Retailers and manufacturers objected because they felt that with the proposed labeling they would not know what they were selling. Representatives of consumer organizations objected because their members want all relevant information on the label.

CU's representative, Sidney Wang of the CU technical staff, pointed out that the move to change the law was in reality a move to lower the standards for feather mixtures. He asked how, if processors found it difficult to do correct sampling for a label reading 50% down, they would be able to sample correctly for 10% down. He stated also that though the processors emphasized the quality differences in feathers, as opposed to the percentage differences, the proposed new label would give no indication either of quality or of percentages. The processors' description of quality differences proved that there was need for more, not less, label information.

The processors, through their paid representative, State Senator Esquirol, had stated that Chinese feathers are inferior, that they are mostly duck feathers, and that it is impossible to separate the goose feathers from the duck feathers. If these arguments are correct, CU pointed out, the law should be strengthened to require identification of Chinese feathers on the label and to require labeling of feathers as duck feathers if they are mostly duck and the percentage of goose feathers cannot be determined.

According to U.S. statistics, said CU, Chinese feathers have always constituted about two-thirds of the total imports. If it was possible to comply with the law when two-thirds of the feathers came from China, it should be possible to comply now.

A final executive session of the Bedding Advisory Board is being held this month to determine whether the request to amend the law should be granted.

When You Buy Pillows

FEATHERS for pillows rank in about the following order of cost and desirability: goose down, duck down, goose feathers, duck feathers, turkey feathers, hen feathers. Goose feathers have a curled shaft which makes them fluffier and softer than duck.

Election Notice

Hear ye! Hear ye! The membership of Consumers Union is called upon to vote for candidates to fill four vacancies on CU's Board of Directors

IN April the terms of three members of CU's Board of Directors will expire. In addition, a fourth director, Miss Kathleen McNerny, has recently been forced to resign because an extended trip has made it impossible for her to serve actively. The membership of Consumers Union will therefore be called upon to vote for candidates to fill the four vacancies thus created.

Directors whose terms expire are:

A. J. Isserman, Arthur Kallet, Bernard J. Reis.

Nominations for the new directors may be made by the membership and by the present Board of Directors, who, in accordance with the bylaws, will act as a nominating committee. Nominations by members should include the full name of the nominee and his exact address. Although the bylaws do not require further information, any relevant facts as to the nominee's scientific, professional, cooperative or labor connections—or as to the work in which he is engaged—should be included, if possible. Nominations should be signed with the member's full name, and his address as it appears in Consumers Union's records. All nominations must be submitted to the Secretary of Consumers Union, 17 Union Square West, NYC, not later than April 10.

Persons having business interests in the production or distribution of any consumer goods are not eligible to the Board. Since Consumers Union is not a profit-making organization, no Board member receives compensation. The directors serve because of their interest in the organization and in the consumer movement generally.

It is desirable that nominees live in or near New York City. There is no requirement to this effect in the bylaws, but since the Board is constituted as an active governing group, responsible to the membership, it is important that its members be able to attend meetings.

The structure of the Board and the manner in which members are nominated and elected is described in further detail in the following sections of the bylaws:

There shall be not less than 15 nor more than 30 directors, as the directors may from time to time determine, holding

office for three years except as hereinafter provided.

There shall be three groups of directors. The terms of office of the first group shall expire at the close of the 1937 annual meeting, of the second group at the close of the 1938 annual meeting, and of the third group at the close of the 1939 annual meeting [and each group of directors at the close of every third year thereafter]. Each group shall consist of approximately one-third of the total number of elected directors. In order to have the numbers of members in each group approximately equal, upon any increase in the number of directors or a change in the terms of directors, the Board may, upon two-thirds vote, rearrange the grouping of directors. In addition to the above, there shall be a director elected by the employees, as a "staff representative" in the manner hereinafter set forth.

The method of election of directors shall be as follows: The Board of Directors shall act as a nominating committee to place in nomination candidates for such vacancies as may exist. Candidates may also be nominated by petition. Such petition shall be signed by one or more members in good standing and must be filed with the secretary not later than two months prior to the date of the annual meeting.

The ballots must be sent out to the membership at least one month before the date of election. The ballots shall designate the secretary to act as a proxy to vote at the annual meeting as directed in said ballot. The form of said ballot shall be determined by the Board of Directors. Upon said ballot, however, the names of all candidates shall be alphabetically listed, and Board nominees shall be designated as such on said ballot. The Board of Directors shall include on the ballot a statement concerning the record of each nominee. Each nominee, upon accepting nomination, shall be required to answer such questions as may be put to him at the instance of the Board of Directors, concerning his record, financial interests and other connections. The Board of Directors may, in its discretion, by a two-thirds vote, reject any nominee whose past actions or record are such that the Board deems the candidacy of such nominee to be inimical to the best interests of this organization.

All notices in respect to said nominations and election and the ballot for said election may be included in the regular publications of the organization.

Only such ballots as are returned at least one week prior to the annual meeting shall be considered.

All candidates shall be notified of the time and place of the opening and counting of ballots and shall have the right to be present in person or by a representative at such time and place.

Bread & Butter

"FACTS YOU NEED BEFORE YOU BUY"

Published weekly and copyright, 1941, by Consumers Union of United States, Inc., a non-profit organization. Application for entry as second class matter is pending. Rates: \$1 a year; in combination with Consumers Union Reports and Buying Guide, \$4; single copies, 5c. Address all correspondence to Consumers Union, 17 Union Square, N.Y.C. (time does not permit answers to inquiries for special information).

Bread & Butter is published to help consumers protect their living standards by providing them with up-to-date, reliable information about what is happening to the prices and quality of consumer goods. The information presented is compiled from all available sources: the trade press, commodity and wholesale markets, government and industrial reports, interviews with trade specialists.

All information given has been carefully checked, but it can make no claim to be infallible. Specific brand recommendations in this report are based on tests and examinations conducted by Consumers Union and taken from Consumers Union Reports and Buying Guide.

THIS WEEK'S HIGH POINTS

- ★ Wool Goods Continue Rising
- ★ "Voluntary Rationing" Foreshadows Scarcity
- ★ Plastics Take the Place of Metals in New Household Appliances
- ★ Profiteers Dip into the Lard Bucket
- ★ Don't Buy Money
- ★ Hidden Price Increases are Widespread

● Prices are going up. That's common knowledge. The big questions are: why, how much, and when.

Great surpluses of the goods out of which we make nearly everything we eat and wear still exist. With very few exceptions, there is no reason or need for price rises.

Except for metals, defense buying will take only a small part of available goods and machinery. Army orders for shoes this year, for example, total less than 7% of the men's shoes produced.

Why, then, are prices going up?

● The answers are five:

Speculation: More than a year ago the speculators began buying up goods that would be needed for the Army and Navy. *Today speculators are buying civilian goods as well.*

Commercial hoarding: Warehouses are filling up. Financial papers are already concerned about a shortage of warehousing space. Large packers, chain stores, and big manufacturers are *holding supplies of consumer goods for higher prices.*

Monopoly: Assistant Attorney General Thurman Arnold stated last week that in at least *thirty-one industries there were evidences "of price increases, artificial shortages, and foreign control" that have resulted from monopoly practices.*

Voluntary rationing: That's a new phrase now becoming popular in business circles. It means simply that manufacturers are refusing to expand their plants or reorganize their businesses for more efficient operation in order to fill orders from both their usual customers and the government. By keeping the supply of goods down, they figure they can make more money, easier and quicker. They are, in other words, *now preparing the ground for big price increases in the future when the defense program has absorbed a significant part of the unemployed, thereby creating larger demand.*

Business-as-usual: "Charge all the market will bear" has always been one business principle; not what a thing costs, but what you can get for it, determines price. With more people at work, business reasons, there will be more to get out of them.

Under the headline, "Whiteside Urges Business Look More to Profit Angle," the *Daily News Record* (retail trade paper) last week reported some business advice from Arthur D. Whiteside, president of Dun & Bradstreet, and now a member of the National Defense Priority Board. "This is no time," said Arthur D. Whiteside, "to give goods away and a very good time to select customers on which there is good reason to feel a profit may be made."

● How much prices will go up, and when, are questions that can only be answered, week by week, and through a careful consideration in each case of: (1) the extent of monopoly controls in the

CU's New Weekly Scores A Hit

First readers call it "household necessity," "swell job."

MIDDLE of last month CU sent out a special prepublication copy of *Bread & Butter*, its new weekly newsletter, to the members of its new National Advisory Committee (see page 77), to government officials, consumer educators, labor leaders. Day after day thereafter a flood of letters rolled in. *Bread & Butter*, a new kind of publication written straight to the families of America to help them protect their living standards, had scored an emphatic hit. Enthusiasm for the idea, the material, the name, ran high. Only the format (solid, long typewritten lines) got any appreciable criticism.

On the 25th of last month Vol. 1, No. 1 of *Bread & Butter* appeared. It had a new dress—fashioned to meet the criticisms. It had new contents—for a whole two weeks had passed since the prepublication copy and events in the world of prices and products that *Bread & Butter* covers move fast.

By the time this issue of the *Reports* is received, another issue of *Bread & Butter* will have been compiled, written, checked, printed and mailed.

And by now *Bread & Butter*, which was still in the planning stage only a few weeks ago, is old enough and almost big enough to speak for itself. Subscriptions pouring in from CU's members and many others besides gave the first issue a circulation of more than 10,000. They are coming in at the rate of nearly 200 a day as this is written.

On the opposite page the first page of the first issue of *Bread & Butter* is reproduced, full size, so that all CU members can see for themselves the new weekly addition to the monthly *Reports* and annual *Buying Guide*. Beyond the first page *Bread & Butter* assembles each week's significant buying information under four headings:

Buy the following now, anticipating future needs.

"Bread & Butter" Samples Available

YOU can help spread the exciting news about CU's fast-growing new weekly newsletter by distributing sample copies at the next meeting of the club, co-op, union, professional or school group to which you belong.

While supplies last, CU will send free samples of Vol. 1, No. 1 for group distribution and discussion. Drop us a card. Tell us how many you can use.

Buy the following as needed, but protest higher prices.

Don't buy—do without the following until further notice.

Watch out for the following in the coming weeks.

Meanwhile let CU members hear for themselves the cheers that sent *Bread & Butter* on its way. Herewith excerpts from a cross-section of the letters received by CU on the prepublication copy:

"It seems to me that your material will do much towards building up consumers' knowledge of what is happening . . . and make them fight for their protection."

"I think your idea a highly important one at this stage in the country's affairs."

"It is something which should be in the hands of consumers everywhere. . . ."

" . . . a very good idea which has evolved naturally out of your experience and the needs of the moment. I think such an activity should increase your membership by millions."

"I was dubious about the need for a weekly newsletter but am very enthusiastic after reading the advance issue . . . serves a vital function."

"A weekly newsletter of the type you intend to make possible to the consumers of this nation must be considered a 'household necessity.'"

"The members of my family agree that *Bread & Butter* is a swell job. We are enthusiastic about it."

" . . . Bravo! for telling consumers what they can do to combat rising prices."

"In the present 'hidden depression' this weekly letter will enable consumers to maintain their level of living during the national emergency. Congratulations."

"I think every U. S. Congressman should receive a copy of this issue."

"CU members are to be congratulated on this undertaking. It can become . . . a factor in keeping prices of goods within reason and in lifting quality standards."

" . . . concise and easy to comprehend quickly."

"The idea is extraordinarily good and the new publication should fill one of the most pressing needs of the moment. The job can become one of the most useful being done in the consumer field throughout the country."

"It's as sincere and thorough as one would expect a CU publication to be."



USE YOUR GUIDE

CU's *Buying Guide* is no bookshelf ornament. Make it work. In this space we will remind you now and then of timely *Buying Guide* material.

● When March winds blow, you may want to stay indoors and clean house. See **HOUSEHOLD SUPPLIES** . . . Page 258 for best buys in soaps, cleaners, spot removers, paints and other supplies.

● Prices have been raised on 1941 refrigerators. In addition, plastics are substituting for metals in some new models. Last year's "Best Buys" are better buys than ever now.

1940 REFRIGERATORS . . . Page 253

CONSUMERS UNION

17 Union Square W., N. Y. C.

I am enclosing \$ for which please send me the material I have checked below:

- ☐ "Science in the Service of the Consumer"—\$1.
- ☐ "Look Before You Cook"—Price to CU Members—\$1.50.
- ☐ The following three numbers of "Your Investments" (see inside back cover)—\$1.
- ☐ Bound Volumes, 1936-37, 1938, 1939—each \$2. 1940—\$2.50. (Check year.)
- ☐ Complete Set of Volumes—\$7.
- ☐ Any Three Volumes—\$5.
- ☐ "Wines & Liquors," 1941 Edition—50c.
- ☐ "How to Buy Furs"—50c.
- ☐ "Good Health & Bad Medicine," by Harold Aaron, M.D.—Price to CU Members—\$1.50.

NAME

ADDRESS

35PI

Cumulative Index

Each issue of the Reports contains this cumulative index of principal material carried since publication of the 1941 Buying Guide issue. By supplementing the Buying Guide index with this one, members can instantly locate current material and keep abreast of changes resulting from new tests. Page numbers run consecutively beginning with the January 1941 issue. January, pages 1-28; February, pages 29-56; March, pages 57-84. Reports starred replace material in the 1941 Buying Guide.

Applesauce, vitamin C...	44	Meat grading	78
canned	46	Minerals (diet)	49
Aspirin	12	Orange juice, vitamin C...	44
Autos, 1941*...	33	Pineapple juice, vitamin C...	64
Blankets, part wool	5	Radios, buying	18
Bleaches, household	22	Sheets*	9
Cleansing tissues*	74	Ski equipment*	13
Cold remedies, gov't action	76	Soap, Swan & Ivory	70
Colds		Teeth, how to brush	23
—& gelatine	24	Toilet tissues*	72
—& vitamins	48	Tomato catsup*	46
Developers, fine-grain	61	Tomato juice, vitamin C...	64
Diet, minerals	49	Towels, bath*	7
Egg beaters*	69	Vanilla extracts	67
Flashlight batteries*	71	Vitamin C, in fruit juices	44, 64
Flour, fortified	75	Vitamins	
Fluorescent lighting	15	—and colds	48
Furniture, wood	47	—and flour	75
Gelatine, Knox	24	Window curtains	65
Grapefruit juice,			

CONSUMERS UNION

17 Union Square W., N. Y. C.

I enclose \$3.50 for which please

- ☐ Enter me as a member of Consumers Union and send me the Reports for one year.
- ☐ Renew my membership for one year.

I enclose \$4 for which please

- ☐ Enter me as a member and send me the Reports and the weekly newsletter for one year.
- ☐ Renew my membership for one year and send me the weekly newsletter to run concurrently with the Reports.

I enclose 50¢ for which please

- ☐ Send me the weekly newsletter for the duration of my CU membership (up to one year).

I enclose \$1 for which please

- ☐ Enter my subscription to the weekly newsletter for one year.

I agree to keep confidential all material so designated.

NAME

ADDRESS

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The Docket

Notes on government actions against misleading advertising, false claims, dangerous products

THE following cases are selected from scores of government actions taken monthly by the Federal Trade Commission and the Food & Drug Administration.

Unless otherwise stated, actions involving violations of the Food, Drug & Cosmetic Act refer to individual shipments only.

The Federal Trade Commission has taken action against:

Ar. Winarick, Inc., trading as the Herpicide Co. The company agreed to cease representing that *Newbro's Herpicide* will prevent loss of hair or baldness; assure beautiful or healthy hair; is a cure for or will remedy dandruff, or is a positive dandruff germicide or competent dandruff treatment. Other representations which the company proposed to discontinue are that *Newbro's Herpicide* has been tested and approved and is recognized as the world's standard hair tonic.

Newbro's Herpicide is one of the older brands of hair tonics prominently displayed on the barber's shelf (remember the familiar ad showing three heads in progressive stages of baldness, with the caption "Going, Going, Gone"?). CU doesn't know what the present composition of *Newbro's Herpicide* is, but an analysis made about 1935 by the Maine Bureau of Health revealed that it contained, among other things, 1.1% carbolic acid.

Chasers, Inc. According to the stipulation the company will cease advertising that *Chasers*, a breath lozenge, is the one effective tablet; that it will kill or permanently overcome bad breath due to tobacco, onions, alcohol, garlic, organic derangements, infections and other conditions, or that it will do more than temporarily dispel such breath odors.

The Federal Trade Commission has issued a complaint against:

Montgomery Ward & Co., Inc. The complaint charges misleading representation in the sale of devices advertised in the company's mail-order catalogs as *Ward's Posture-Aid Health Belts*, *Diab Reducers* and *DuPont Velutex Perforated*

NOW AVAILABLE • 92 PAGES
BOUND IN SOILPROOF COVER
WITH CERCLA BINDING • \$1

"Science in the Service of the Consumer"

HERE'S a book that's two books in one. Most important to CU members, it brings together some sound information from outstanding technical people and consumer leaders on subjects of vital concern to buyers of goods and services.

"Science in the Service of the Consumer" is the highly readable report of the two-day conference held jointly by CU and the Boston-Cambridge Branch of the American Ass'n of Scientific Workers last year. That conference set a milestone in the development of the consumer movement. And this volume gives you what was said. It is a part of the consumer's own history. And it is a handbook for every day.

Here you will find:

★ An eminent dental bacteriologist summarizing the best available scientific knowledge on dental care. . . .

★ An outstanding authority on nutrition giving you facts you need to know about vitamins. . . .

★ A professor of automotive engineering from the country's greatest technical institution looking at autos from the consumer's angle. . . .

★ A nationally famous dermatologist telling consumers what cosmetics are and aren't . . . can and can't do. . . .

★ A world-renowned medical historian analyzing health needs and discussing ways to meet them. . . .

★ Three experts of the U. S. Government making provocative comments on developments of utmost interest to consumers. . . .

★ The director of one of America's great experiments in consumer education providing an eye-opening picture of the application of science to consumer needs.

And much more. You won't want to miss this unique volume.

USE ORDER FORM ON PAGE 81

CONSUMERS UNION Reports



A 5-Year Course in Consumer Education

In these four handsome, durably bound volumes you get the Reports right from the beginning—all of them—53 issues stretching back over five years. And you get them at a very low price, too.

The price for all four volumes ordered together is only \$7—and for any three of the four, it's only \$5. If you wish individual volumes only, you can get the 1940 edition for \$2.50, others for \$2 each. Each volume is bound in hard board, covered with colored cloth and stamped in white. Each comes complete with index.

You will find in these volumes dozens of reports, valuable when first published, still valuable today. You will also find a running analysis of what was going on in the fast-growing consumer movement during those five vital years. And you will probably find some back issues that you once had . . . lost or loaned . . . and have wished to have again.

USE ORDER FORM ON PAGE 81

Reducers. According to the complaint, the wearing of these devices will not cause a reduction of local or body tissue, and will not effectively remove fat or lessen excess weight, as claimed in the advertisements. The products allegedly have no value in maintaining or restoring body health, although they will afford artificial support. And, according to the complaint, they will cause further loss of the functioning of the abdominal muscles.

The Food & Drug Administration has seized:

Salmon (Portland Fish Co.). An unusually large seizure, 174,845 pounds of frozen salmon, was made in a storage plant in Seattle, Wash. The charge was adulteration because putrid and decomposed fish were present.

Canned Pumpkin (Selinger Brokerage Co.). 310 cases of *Laclede* and *Tom-Boy* brands of canned pumpkin, shipped by Selinger Brokerage Co., were seized on charges of adulteration. The product was alleged to contain a "glass-like mineral substance."

Glo-Co Hair Groom for Men (Glo-Co Co.). Section 602 (a) of the Food, Drug & Cosmetic Act reads: "A cosmetic shall be deemed to be misbranded if its labeling is false or misleading in any particular." On the basis of this provision of the Act, 258 bottles of *Glo-Co Hair Groom for Men* were seized, despite the fact that statements on the label are probably true. The following statements appeared on the label: "*Glo-Co* is made with pure vegetable oils scientifically balanced so as to approximate the oils nature provides the normal scalp and hair. . . . Keep hair on your head. . . . Healthy hair, luxurious in growth, and lustrous with glow of vitality. . . . It is all a matter of simple care and grooming . . . neglect may lead to baldness. . . . Before it's too late keep scalp nourished. A healthy growth of hair requires a clean, healthy scalp, so choose a hair aid that tones the scalp. . . . Before it's too late."

The FDA concedes that the individual statements are probably not false, but contends that these statements (taken together) create a misleading impression that the product will aid hair growth. In other words, label statements may be considered false and misleading even though literally and individually true. If this section of the Act, together with section 201 (n) (see "The Docket" for February 1941) are upheld, it will mark a great forward stride against misleading labeling. Copywriters may yet find themselves hard pressed to devise new ways of evading the Food, Drug & Cosmetic Act.

A Special

**OFFER TO CU MEMBERS FROM
AMERICAN INVESTORS UNION**

3 Issues of

YOUR INVESTMENTS

for \$1!

Your Investments is the monthly magazine published by the non-profit American Investors Union. Written for the protection of the investing public, it provides reliable guidance through the financial labyrinth . . . gives expert analysis of savings problems.

The regular price of *Your Investments* is 50¢ a copy. But you can get any three of the issues described below (partial contents) from CU for just \$1.

VOLUME 1 (1940)

- No. 3: Dangers of Investing In Federal Savings & Loan Associations—How To Get An Income From U. S. Savings Bonds
- No. 4: Which Stocks Do the Experts Buy?—Can A Trustee Be Trusted?
- No. 5: "Shopping" For A Savings Bank
- No. 6: Defense Hysteria And Protection Of Consumers
- No. 7: Standard Oil—Which Stocks Do The Experts Buy?—Federal Savings & Loan Associations
- No. 8: 215 Stocks Which Have Paid Dividends For 10 Or More Consecutive Years—Missouri Pacific Railroad
- No. 9: Which Stocks Do The Experts Buy?—Preferred Stock Recapitalization Plans
- No. 10: U. S. Savings Bonds—Price Waterhouse & Company—Polaroid Corporation

VOLUME 2 (1941)

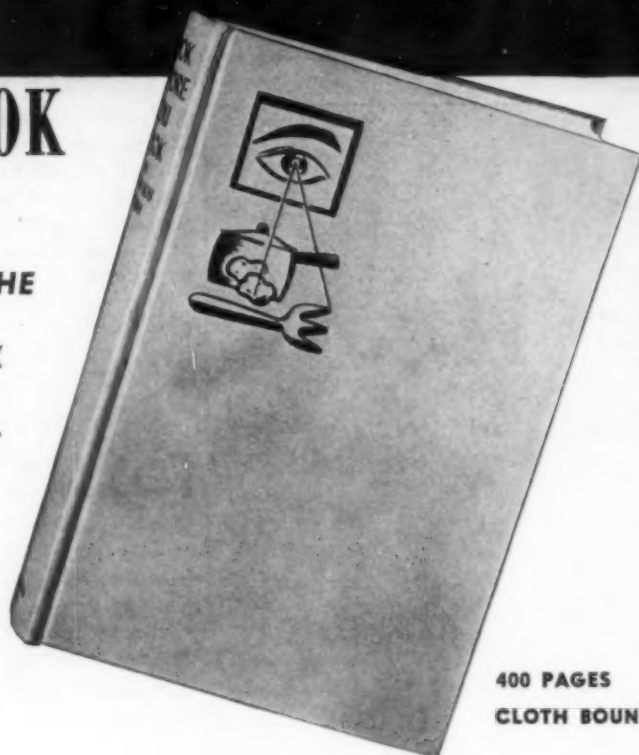
- No. 1: Inflation And Your Investment Program—Life Insurance vs. Protection—Curtis Publishing Company
- No. 2: The War Boom—Risks Of Home Ownership—Life Insurance (Nature And Cost)—Which Stocks Do The Experts Buy?

USE ORDER FORM ON PAGE 81

LOOK BEFORE YOU COOK

THAT'S THE GOOD COOK'S FIRST RULE AND THE
LOGICAL NAME FOR CU'S FIRST COOKBOOK
... WHICH IS REALLY MORE THAN A COOK-
BOOK ... IT'S REALLY

A KITCHEN GUIDE



400 PAGES
CLOTH BOUND

COOKING CAN BE FUN if you know the hows, and whys, of what you cook. If you know, for example, that good cookery starts in the grocery store, and often ends not in the kitchen but on the table; that the ultimate flavor of your soup, roast, or salad may be greatly influenced by apparently small details often overlooked.

ROSE AND BOB BROWN, the famous authors of this unique book (with the assistance of Consumers Union), have cooked and shopped all over the United States.* They know—and here they tell you—how to select food in the store.

They tell you, too, just where you need top quality and where you can use less expensive grades . . . how to cook to bring out the special flavor of what you're cooking.

They offer ideas for new ways of using, new ways of serving canned goods.

And they give you unusual new recipes that are good enough to eat right off the page.

You won't find an encyclopedic list of recipes here. But you'll find yourself relying several times a week on the recipes that are given . . .

* Among many other cookbooks, the Browns have written "Meals on Wheels," "Most for Your Money" and "One Thousand and One Recipes."

stated in terms of why and wherefore so you can understand and vary them.

BESIDES ALL THIS you'll find "Look Before You Cook" a regular kitchen Baedeker.

It rates products used in cooking on the basis of CU's tests and tests made for CU by U. S. Dep't of Agriculture graders. Drawing from the *Reports* and *Buying Guide*, it brings together for handy reference in the kitchen facts you need to know about electrical appliances, cleaning supplies, kitchen accessories . . . with brand ratings of many products.

And from the writings of Dr. Harold Aaron, CU's medical adviser, it brings a complete chapter on vitamins . . . listing properties and sources from A to K . . . telling how the vitamins are affected by cooking and commercial processing. Dr. Aaron's chapters on nutrition answer numerous pertinent questions: "Must I drink milk?" . . . "How much meat?" . . . "What can I use instead of meat?"

NEVER BEFORE has so much, such varied material on food-and-the-kitchen been brought together in one book. That's why we say "Look Before You Cook" is a "new kind of cookbook." We think you'll agree, once you've looked into it. And we suggest that you get a copy and do that now—CU members can get it at a specially low price.

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